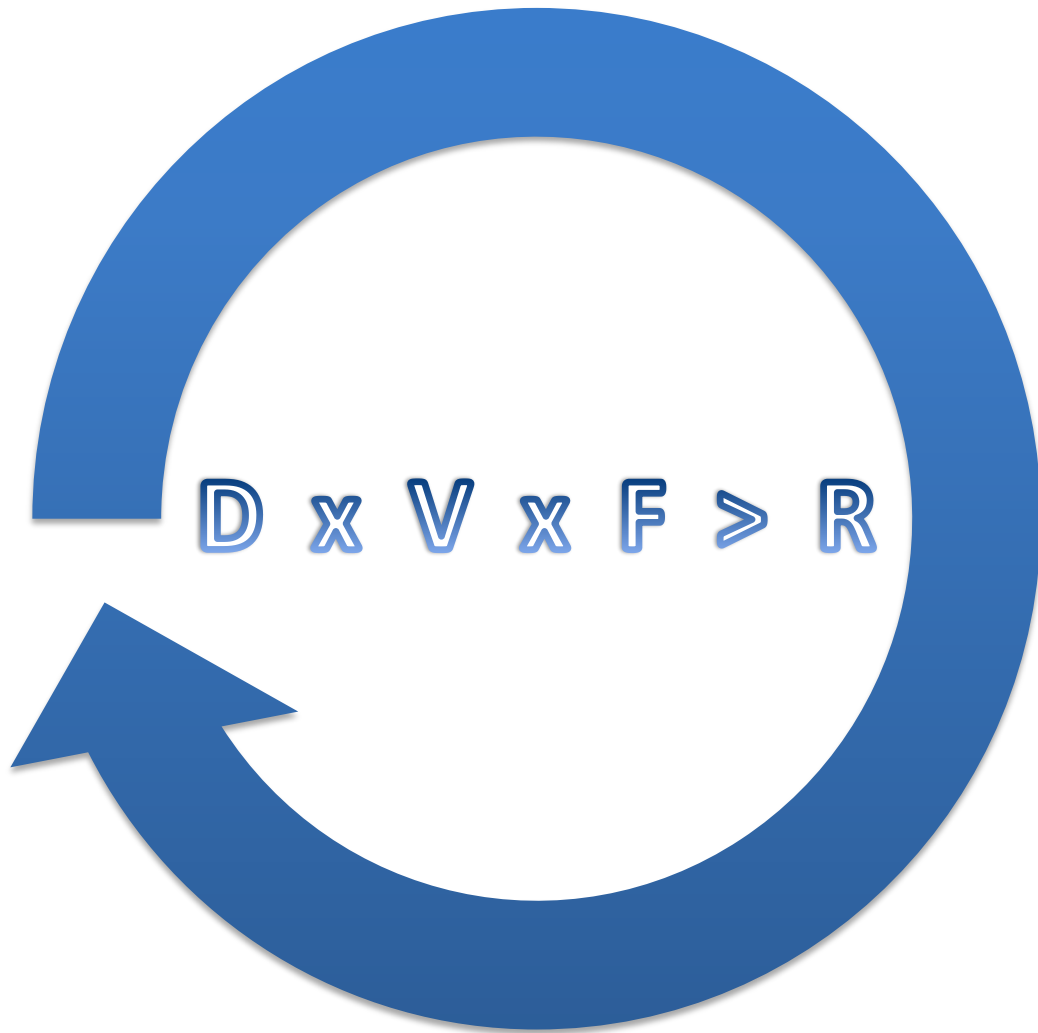


Gleicher's Formula for Change



D - Dissatisfaction

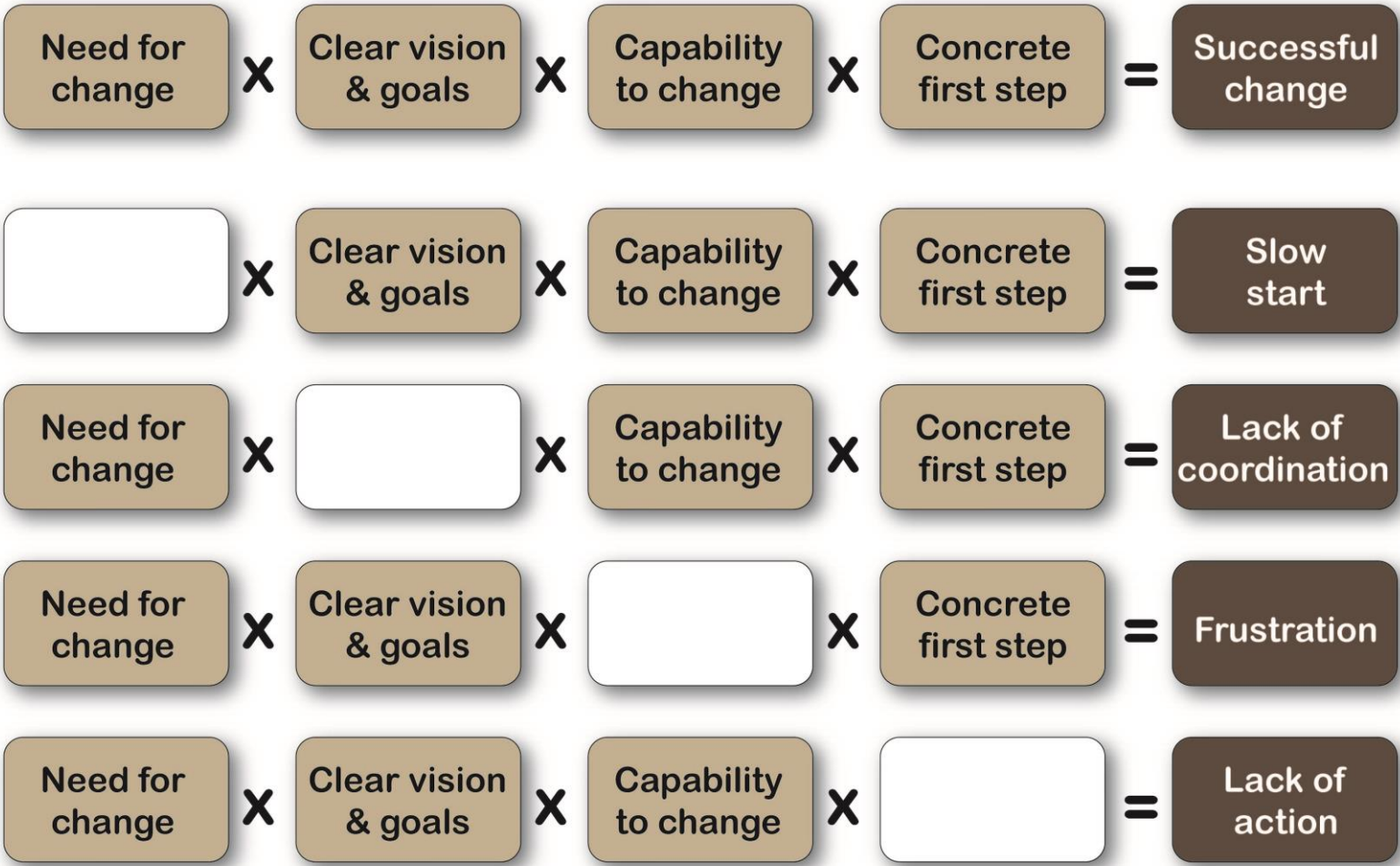
V - Vision

F - First Steps

R - Resistance

Gleicher's Formula for Change

Formula of change Variation of the Gleicher's Formula



Variation of the Gleicher's Formula, Source: Dannemiller, K. D., and Jacobs, R. W. (1992). Changing the way organizations change: A revolution of common sense. The Journal Of Applied Behavioral Science, 28(4), 480-498.