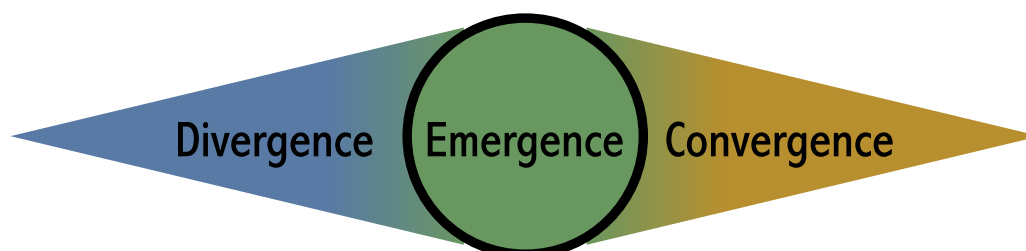




The Basic Design Pattern of Any Change Process



Translate the Design Pattern into Strategic Steps



Learn

- From own experiences/ the past
- From each other
- About new stuff

Ask the Right Question

Create a Shared Vision

- Where people invest themselves
- Where people participate in what concerns them

Evoke the Right Story

Define a Pathway/ First Steps

- Make things tangible...
- ... and feasible
- Accord responsibilities

Trigger the Right Action