

HUMAN-CENTERED

IMPLEMENTATION

accomplishment

Help them celebrate their work



Make the change memorable



Make progress visible and engaging

action

Help them take action



Build anticipation for the change



Clearly communicate the change

possibility

Help them own the possibilities



Make it customizable



Encourage a "Try then evaluate" mindset



Crowdsource to directly address challenges



Make it triable

relatedness

Help them relate to the purpose



Immerse them in the issues to help them see and feel things for themselves



Break through by connecting on an emotional level



Have them share stories with each other to understand how issues are relevant to their peers.



Establish open communication. Encourage honest feedback.



Refresh and remind in engaging ways