

5 Elements of **Excellent Change Management**



Purpose

Ability to create a sense of belonging, guide decisions and inspire action.

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Direction

Transforming initial purpose into a strategic plan with well-established goals.

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Capacity

Able to define the perimeters of change according to the organisation's needs.



Choreography

Allows organisations to be more dynamic in change priorities and long-term goals.

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Scaling

Creating a virtuous cycle that spreads innovation while amplifying impact.