

Why Renewal Efforts Often Fail:

- Not establishing sense of urgency
- Not communicating intentions of the change vision
- Not understanding the difficulty and duration
- Not getting people at every level involved in the change process

Why Some Efforts Succeed:

- Understanding the formula:

$$D \times V \times F > R$$

- Using appropriate “breakthrough” approach
 - Pattern breaking
 - Visioning
 - Experimenting
 - Coordination action

