

Helping Others Through Change

The 4P Change Model helps leaders tell the story of change. This four-part plan asks leaders to construct steps to identifying change and communicate it to others. The plan includes the purpose of the change(s), a descriptive picture of what the future looks like, the plan and steps needed to accomplish the change, and the specific role or part each will play to fulfill the change plan.

The 4P **CHANGE MODEL**

PURPOSE

Describe why you are making the change.

PICTURE

Describe what the future will look like.

PLAN

Describe the steps you need to take to get there.

PART

Describe the part you or others will play; specify your requests.

NOTES:

- Make certain that you answer these core questions about the change you are addressing: Why, what, how, and who.
- Immerse others in the compelling story of the changes you are envisioning. Ramp up the excitement and draw others into the possibilities and benefits that the change will create.