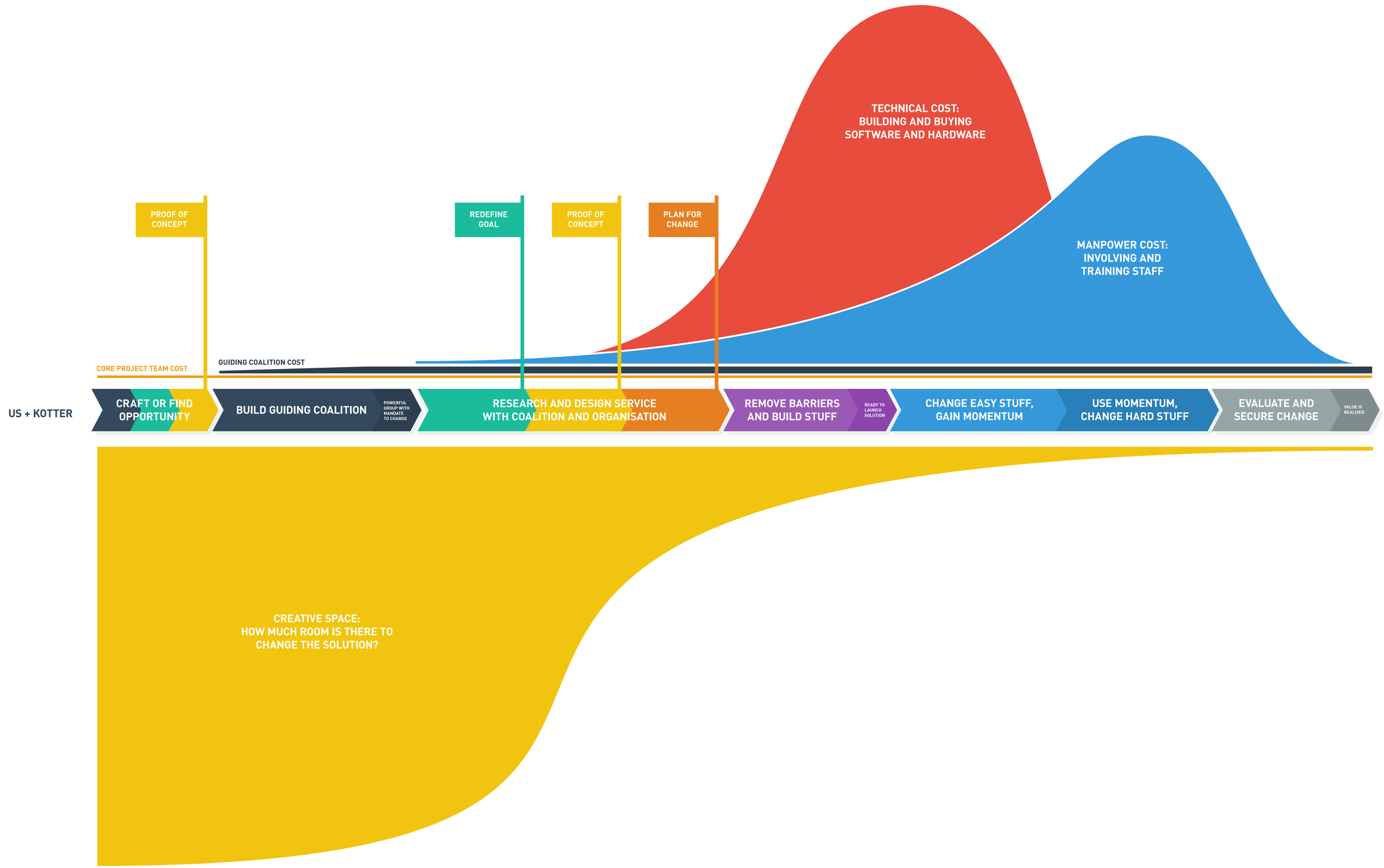
TECHNICAL COST:
BUILDING AND BUYING
SOFTWARE AND HARDWARE
MANPOWER COST:
INVOLVING AND
TRAINING STAFF
PROOF OF CONCEPT
REDEFINE GOAL
PROOF OF CONCEPT
PLAN FOR CHANGE
CORE PROJECT TEAM COST
GUIDING COALITION COST
US + KOTTER
CRAFT OR FIND OPPORTUNITY
BUILD GUIDING COALITION
POWERFUL GROUP WITH MANDATE TO CHANGE
RESEARCH AND DESIGN SERVICE WITH COALITION AND ORGANISATION
REMOVE BARRIERS AND BUILD STUFF
READY TO LAUNCH SOLUTION
CHANGE EASY STUFF, GAIN MOMENTUM
USE MOMENTUM, CHANGE HARD STUFF
EVALUATE AND SECURE CHANGE
VALUE IS REALISED
CREATIVE SPACE:
HOW MUCH ROOM IS THERE TO
CHANGE THE SOLUTION?