

Day 4 nuggets

- partial attention problem
- "Be aware of the swamp as swamp has crocs in it!"
- "Stop the water, how or you will be late"
- organizational change model that links with diagonal coalition of the willing
- why am I in the swamp?
- communication is so vital in changes
- having dreams not issues
- j curve. it is going to get worse before it get better
- Majority of change lose people before it is accepted
- exercise on our own vision
- I would like to see a link between strategic communication and strategic marketing.
- frame issues on shared values
- the megaphone does not bring change - it can be reinforce change, but cant lead change
- j curve is useful for reform!
- the 'J' change curve
- be persistent
- people will make up your story if you don't have nay behind your change.
- social reform follows some basic recurring elements.
- vision needs to be applicable to every day activities