

THE CHANGE MODEL

PHASE	STAGE	DESIRED OUTCOMES
Introduction	I. Contact and Awareness	Group members are aware a change is about to take place.
	II. Understanding	Group members understand both why the change is to occur and what the implications are for them, individually and collectively.
	III. Positive Perception	Initial resistance is overcome; group members understand and appreciate the benefits they will accrue as a result of taking an active role in the change.
Implementation	IV. Installation	Group members complete at least one approximation of the desired change and feel rewarded for their efforts.
	V. Adoption	Group members agree to steps, methods, and procedures to maintain the effective implementation of the change.
Institutionalization	VI. Maintenance	The steps necessary to maintain the change are implemented.
	VII. Adaptation	Group members' behavior indicates change is part of their typical behavior/performance requirements; they are alert/receptive to new circumstances which may require new change, and initiate modifications themselves.

Time

Increase in Targets' Support for Change

Note that Phases and Stages often overlap.