

# Kurt Lewin Change Model

## UNFREEZE



*How Things Are Today*

Explain **why** the change is necessary. Everyone impacted by the change should know this. Watch for expected resistance and provide answers or information when possible.

## CHANGE



*As Change Happens*

Clearly define how **things will be different**. Continuously communicate the benefits of the change to each impacted person. Give people plenty of time to adjust. Change takes time.

## REFREEZE



*After The Change*

Make the change **part of culture**. Provide the training & resources people need. Regularly check that the change is being implemented.

