

FROM AWARENESS TO REINFORCEMENT: 5 STEPS TO SUCCESSFUL CHANGE

1

Awareness

Team members need to understand why the change is happening. Without clarity on the reason behind it, confusion and resistance will grow.



2

Desire

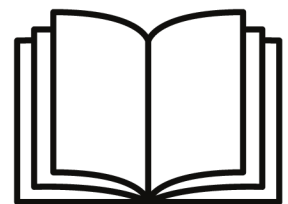
People must personally want to be part of the change. This happens when they see how it benefits them, their team, or the patients they serve.



3

Knowledge

Knowing what to do and how to do it is key. Clear training, communication, and accessible resources make change feel possible.



4

Ability

Even with knowledge, people need the tools, practice, and support to apply it. Leaders should remove barriers and coach in real time.



5

Reinforcement

Change sticks when people feel recognized, supported, and held accountable. Celebrate wins and follow up often to prevent slipping back.

