

## THE COMMITMENT SPECTRUM

---

**UNAWARE / IN-DENIAL**

**RESISTANCE**

**ACCEPTANCE**

**EXPLORATION**

**COMMITMENT**

## WHAT PEOPLE SAY

---

Management changes never happen round here  
I didn't see the email

They try this kind of thing from time to time – just ignore it  
Why should we?

Seems like a sensible idea  
Looks like they're serious about it

What will it mean for me?  
How could we get it to work to our advantage?

Sounds like a great idea – how can I help?  
It will help me – what do I do next?