

Causing People to Mobilize and Act With Commitment for Change

There are 4 questions that need to be asked and have answered before employees will mobilize and act. Have each person on your team write their answers below:

1. Describe the organization's future as you see it?

2. If action is not taken immediately, what will the organization's future look like?

3. If action is not taken, what risks will the organization face?

4. What opportunities will be missed, if action is not taken?

Getting the answers to these questions is not about getting *the right* answer. It's about having people publicly articulate the future they and others see, so they can decide if that is the future they want to have happen. Working as a team to articulate the answers is key to having people mobilize and act with commitment. It is vitally important that leaders share their commitment to something dramatically new and different.