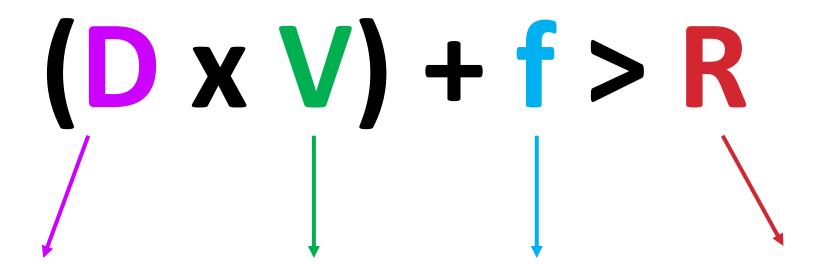
The Formula for Change



Dissatisfaction

with the status quo

Vision

of a positive future state

First Steps

in the direction of the vision

Resistance

to change