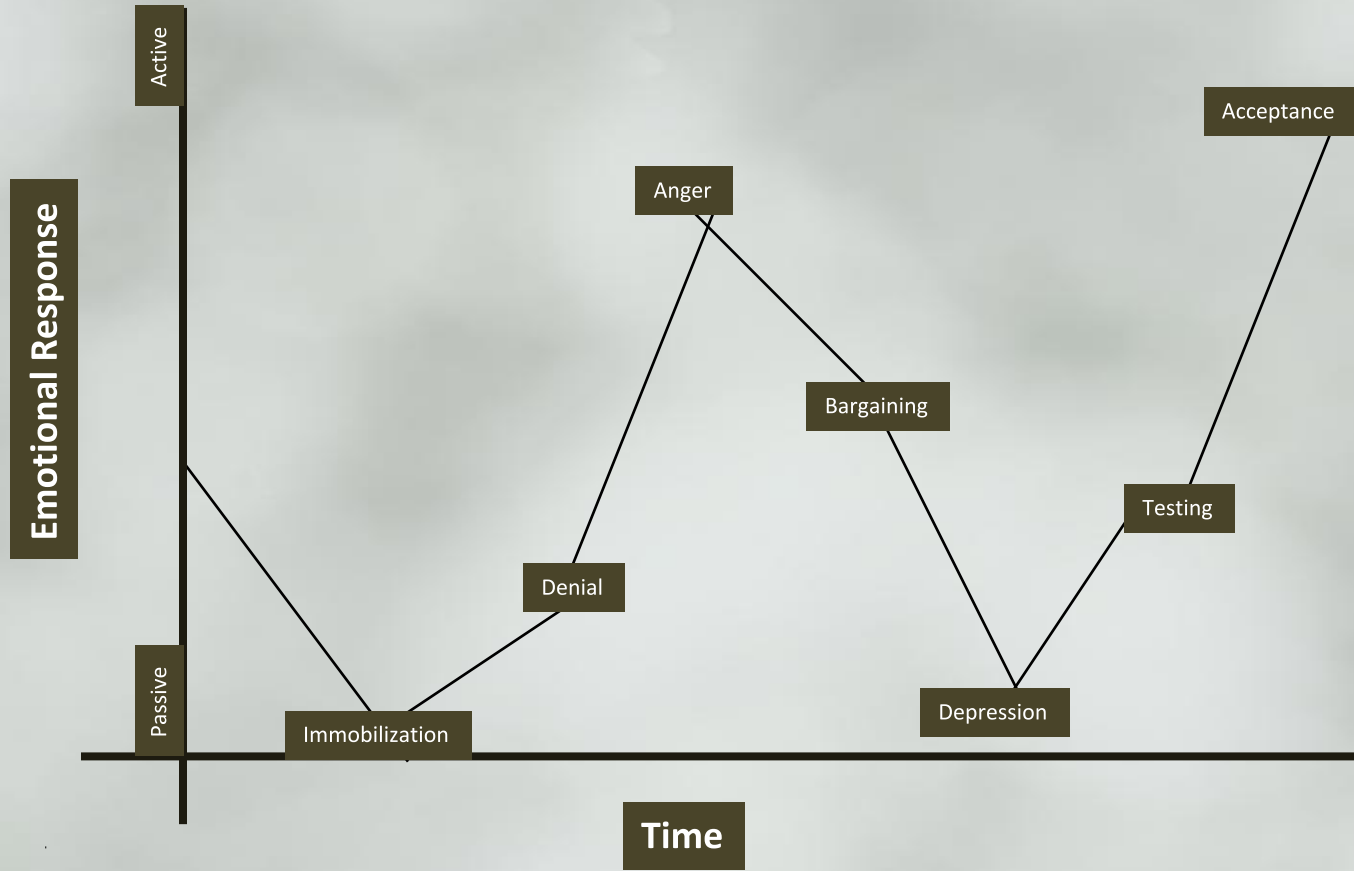


# How people respond to change

Examining how people respond to change and what we can do. These are some slides that we prepared for the Change Creation cohort. There is an accompanying video from Richard Watts, talking you through the model.



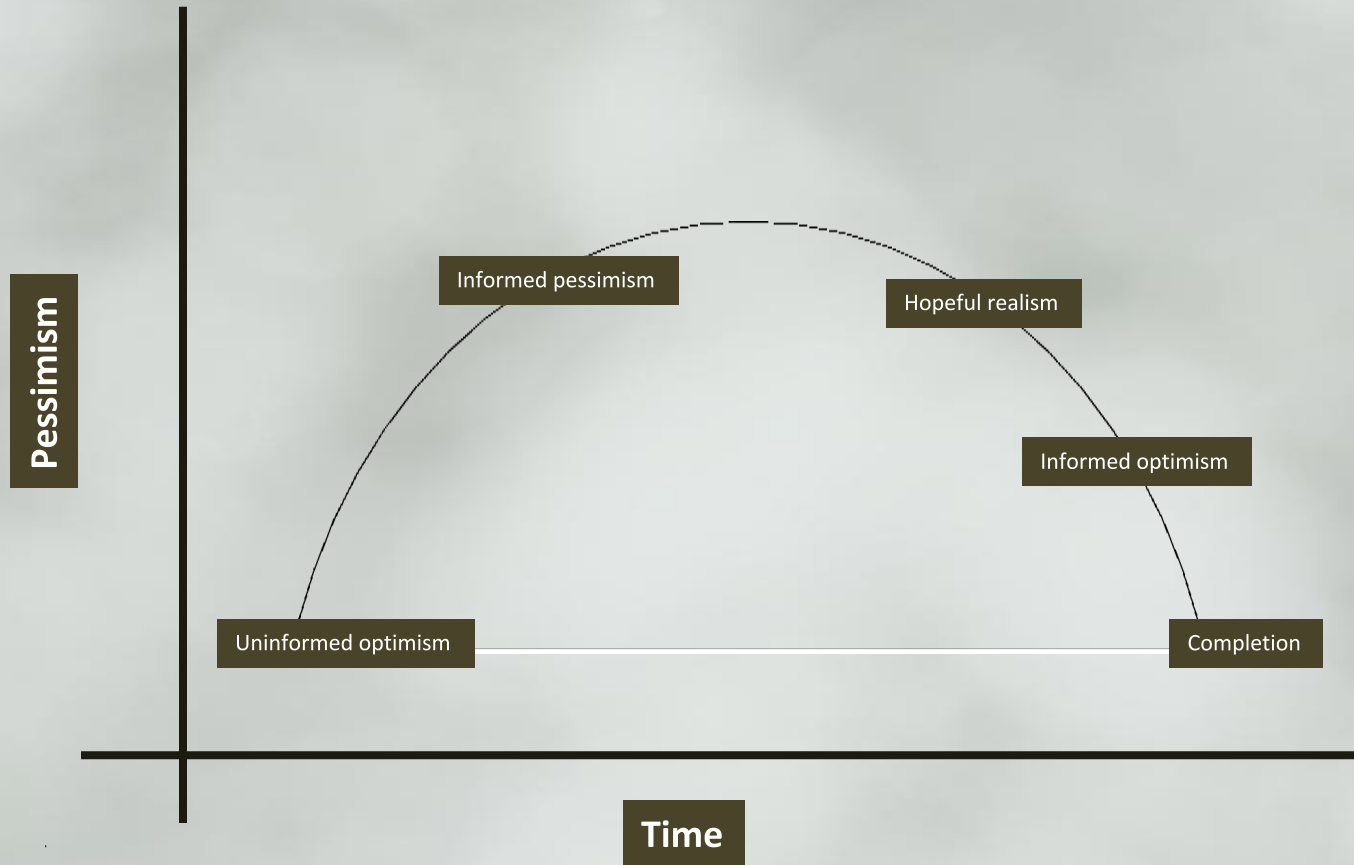
# Response to negatively perceived change



Kubler Ross – Negative change curve



# Response to positively perceived change



Stage	Explanation	Supportive response
Immobilization		
Denial		
Anger		
Bargaining		
Depression		
Testing		
Acceptance		



Stage	Explanation	Supportive response
Uninformed Optimism		
Informed pessimism		
Hopeful realism		
Informed optimism		
Acceptance		



thank you

