



**engine room**  
business innovation  
for growing businesses

## CHANGE MANAGEMENT

### BELL-SHAPED CURVE



### BETTER FUTURE



*Change has a considerable psychological impact on the human mind. To the fearful it is threatening because it means that things may get worse. To the hopeful it is encouraging because things may get better. To the confident it is inspiring because the challenge exists to make things better.*

**King Whitney Jr**

