**Case for Change**

**Purpose**: Create clear, relevant, and urgent case for change.

**Process**:

1) *Brainstorm*—Ask group to consider the questions on the template. Document on flipchart. If you have data to back up the outcomes, indicate it.

2) *Prioritize*—Identify those reasons that are most important and relevant to create a case for change,

3) *Synthesize*—Review with the group and summarize why the change is important.

**Product**: Summary of key reasons to change.

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| --- | --- | --- |
|  | What are the benefits of doing the project? | What are the negative consequences of NOT doing the project? |
| For the customer |  |  |
| For the employees |  |  |
| For the organization |  |  |