**Best Practice: Focus Your Change Conversations on Three Aims**

1. Make influential naysayers feel heard
2. Sway influential fence-sitters to become champions
3. Ask influential champions to speak up at strategic moments

---

### Influential Naysayers

**Bill**

**Cause for “Pause”**

I understand you're concerned about the extra time this will take. I'd ask you to consider two things:

1. Unfortunately, we don't have a choice.
2. But more importantly, this is an ongoing process, and I will be looking for your and others' input into how we can make this more efficient over time.

---

### Influential Fence-Sitters

**Sarah**

**First Reason to Support the Change**

It's almost certainly going to raise our quality scores.

**Second Reason to Support the Change**

As we get used to the new process, it will make us more efficient overall by giving everyone access to more information. That's Frank's opinion on this and I really trust him.

---

### Influential Champions

**Janet**

**First Situation Where You’ll Ask a Champion to Speak Up**

I'd ask you to share your perspective with the team when this comes up in huddles that I'm not attending.

**Second Situation Where You’ll Ask a Champion to Speak Up**

We're giving a detailed explanation of this during next month's all hands meeting, and there will be a chance for the group to weigh in. Your voice will make a big impact, so please jump in.

---

To learn about membership, contact us at [programinquiries@advisory.com](mailto:programinquiries@advisory.com).