

Dannemiller formula for change

$$\mathbf{P \times V \times F \times CL > R}$$

D (dissatisfaction) stood for dissatisfaction with the current situation, V (vision) for the vision of the future, F (First Steps) for the first practical steps towards change and CL (creative leadership) for creative leadership during the process. The multiplication of these elements had to exceed R (resistance), which stands for resistance, in order for lasting changes to take place.

This formula is applied in the human resources section. The motivation of employees and stakeholders involved is important to be able to implement changes in the organization. In addition, the formula is a tool to increase the acceptance level of changes that lead to improvement.

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