Change “Formula”

C = D x V x F > R

C → **Change**

D → **Dissatisfaction**
Dissatisfaction with the current state; the case for change

V → **Vision**
A description of the future that resolves the dissatisfactions

F → **First Steps**
The initial measurable actions that build momentum & credibility

R → **Resistance**
The natural reactions everyone has to change plus systemic barriers