

The Cost of Ignoring 'Why Not'



ABOVE THE SURFACE

- ✓ Project delivered
- ✓ Go-live achieved
- ✓ Training completed

**The change looks successful.
The resistance just becomes invisible.**

The biggest costs of change aren't visible at launch. They appear months later through behaviour, performance and culture.

BELOW THE SURFACE

- ⚠ Low adoption
- ⚠ Workarounds
- ⚠ Talent loss
- ⚠ Declining trust

The 5 Hidden Costs



How it Compounds

Small signs today become major business costs tomorrow.



**Discover the "why not"
Before it becomes a business problem.**

When people feel heard, change moves faster, adoption improves, and results last.



Let's uncover your hidden barriers to change.

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