

The 'Why / Why Not' Model™

Closing the internal adoption gap.

Sustainable change happens when the human story is understood and addressed.

THE MODEL IN ACTION



See the full picture

Look beyond the plan to understand the people experiencing the change.



Surface the real story

Create space for honest conversations about what's working and what's not.



Address what matters

Focus on fears, needs and barriers before pushing for action.



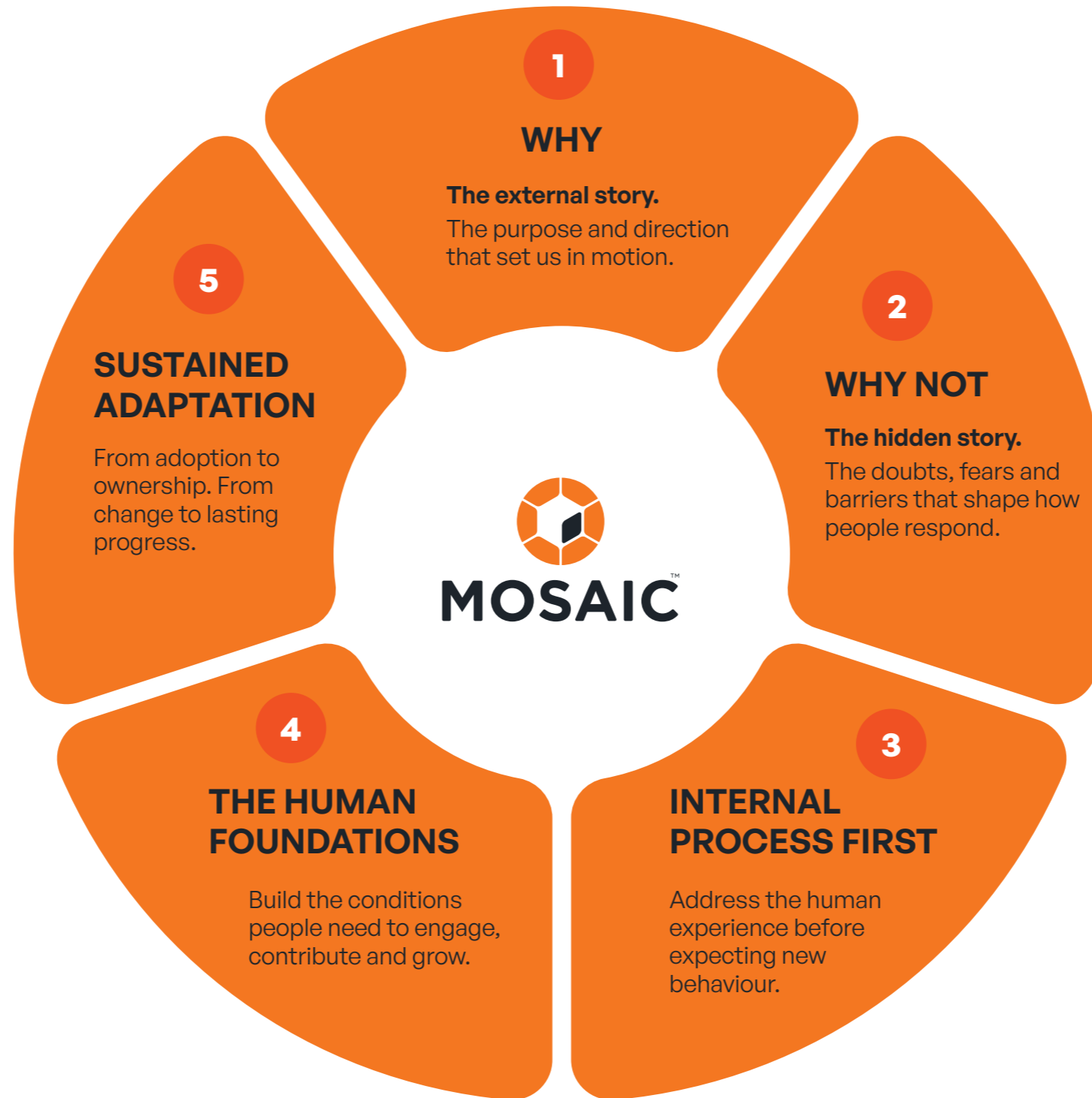
Build the foundations

Create meaning, build capability and strengthen belonging.



Embed and evolve

Sustain momentum through feedback, learning and shared ownership.



THE HUMAN FOUNDATIONS

The conditions people need to thrive in change.



MASTERY

People need to feel capable and confident to navigate what's new.



MEANING

People need to connect the change to what truly matters.



BELONGINGNESS

People need to feel seen, included and valued in the journey.

Change that stick starts inside

When we address the 'why not' and strengthen the human experience, we unlock commitment, capability and a future we can all build together. Let's uncover your 'why not' story – and turn it into your greatest advantage.



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