Ingredients for Sustainable Change

Sustainable change requires five key ingredients. Projects falter in predictable ways when any one ingredient is missing.

**Vision:** “What are we doing and why?” to combat confusion.

**Incentives:** Reasons, perks, advantages to combat resistance. Incentives also increase buy-in, which prevents sabotage (conscious or not).

**Skills:** The skill sets needed to combat anxiety.

**Resources:** Tools and time needed to combat frustration.

**Plan:** Provides direction to eliminate the treadmill effect. The plan needs to include specific, actionable first steps to prevent false starts, as well as an assessment plan to combat skepticism.

---

**Sources:**