

Change Moments Template



Change Moment	What is the Change Risk?	What is the desired outcome?	Heuristics that may help?	What does this heuristic look like in action?
Announcement				
Team discussions / all-hands				
Rumor mill				
Timeline announcement				
Conversations				
Activation				

Sample Heuristics



Ikea Effect



Endowed Progress



Priming Bias



Authority Bias



Foot In The Door



Autonomy