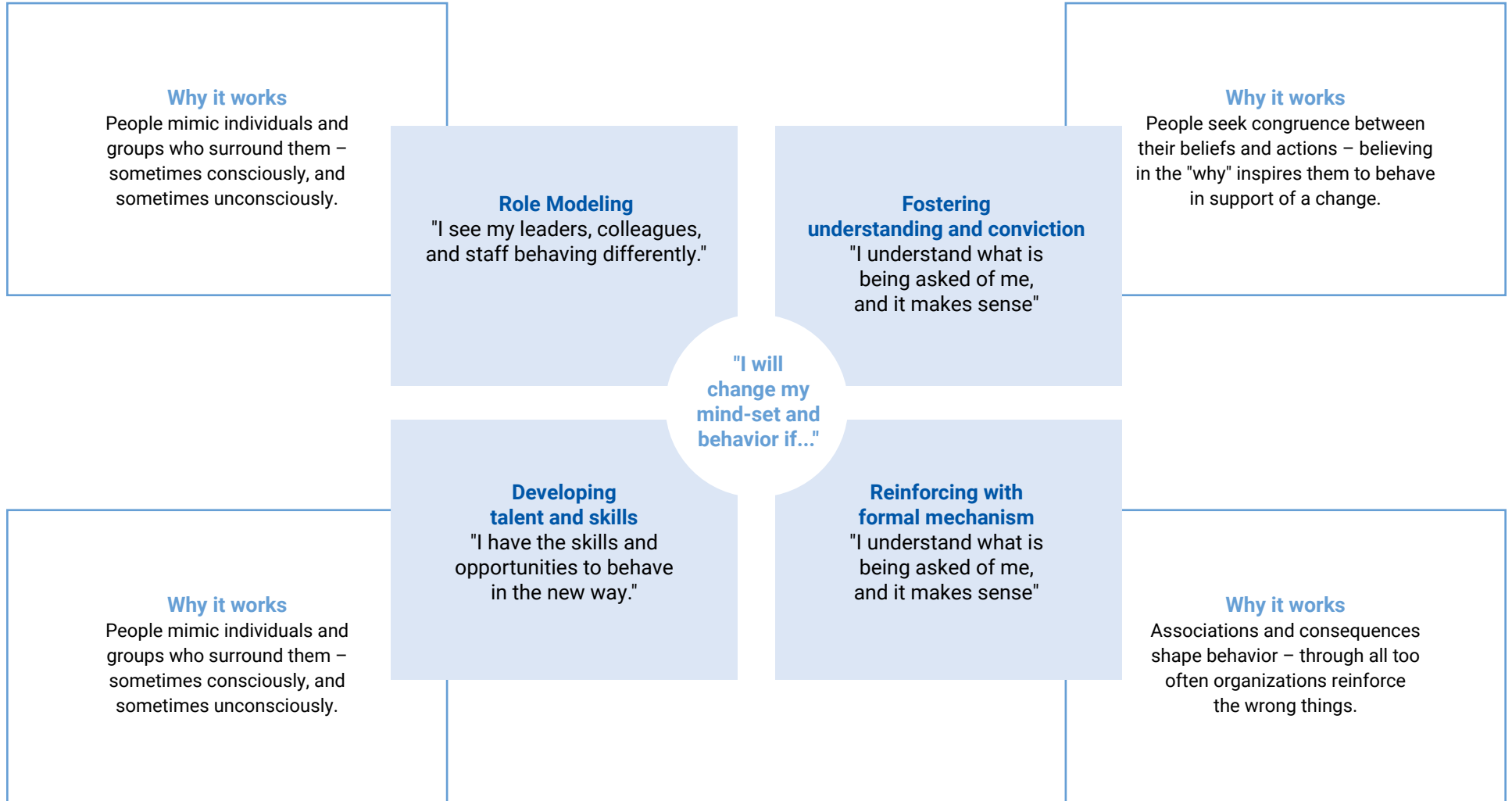




Part One: Get Ready > 1. Ground the case for change in your mission and values.

FOUR BUILDING BLOCKS OF CHANGE

Change management teaches us that people are more likely to make and sustain a change if they can see themselves in the new future and have concrete models to follow as they shift behaviors and build new skills. Use this guide from the *McKinsey Quarterly*¹⁹ as you invite colleagues and fellow advocates to share your focus on race, equity and inclusion work.



Source: Tessa Basford and Bill Schaninger, "The Four Building Blocks of Change," McKinsey Quarterly, (April 2016): 2. Permission to reprint pending.