



Part One: Get Ready > 3. Bring champions together and launch your process

TOOLS FOR A DEEPER DIVE

[The Four Building Blocks of Change](#)

Tessa Basford and Bill Schaninger, McKinsey Quarterly

This short article discusses how efforts to change mindsets and behaviors are more successful when they include four key actions: role model; foster understanding and conviction (the “why” of the change); reinforce changes through formal mechanisms; and develop talent and skills.

[How to Make Collaboration Work: Powerful Ways to Build Consensus, Solve Problems, and Make Decisions](#)

David Straus

This book describes the principles and practices of collaboration known as the Interaction Method, a foundation on which the Interaction Institute for Social Change has built additional tools focused on equity and inclusion, networks for social change and the power of love as a force for social change. Although the book doesn’t speak directly to race, equity and inclusion, you’ll find a lot of guidance on how to build the kind of collaborative culture and planning processes that will support your race, equity and inclusion work.

You can read the opening section [here](#).



See also, [Communications tools in Tools for a Deeper Dive in the Making the Case for Change section](#)