

Attachment: <The Four P's>

Number of methodological Tool	EUPANEXT_LO_165_M_001_Att_1
Work Area Code and Title	21 Innovation and Change
Unit Code and Title	5.7 DEMONSTRATE OPENNESS TO CHANGE

The Four P's

How to play:

Start this exercise with a large whiteboard or flip chart. Create four columns and label them left to right: Project, Purpose, Particulars, and People. Then, have your group fill in each column as follows:

Project — list the upcoming changes.

Purpose — ask what benefits the change will bring. Will it increase revenue? Will it make processes more efficient?

Particulars — list the details of what will need to change. If the project is implementing a new CRM system, one particular might be training to use the new system.

People — have the group identify which employees will need to change the way they do things or actively participate the change.

What's the point?

This exercise will help participants connect the four areas and see the greater purpose of the change they will soon experience. Participants demonstrate a positive and flexible attitude towards change and be able to come to the conclusion that if they don't change the way they do their job, then they won't be able to achieve the objective they set out to do.