

THE CHANGE AGENT RULE OF THREE

“Unite your friends, divide your enemies, convert the rest.”

ALLIES active sponsors & champions OR those who've indicated support OR potential allies with positive views but not much passion	Who in your unit actively or passively supports?
OPPONENTS active / vocal opponents OR those with negative views but aren't doing much	Who in your unit actively or passively opposes?
UNDECIDEDS Those leaning toward one side OR those who have other options OR those who don't much care	Who in your unit is still on the fence?

ALLIES	STRATEGY: Increase activism & support
	<i>What are ways you can...Maintain Commitment?</i>
	<i>What are ways you can...Increase Numbers?</i>
	<i>What are ways you can...Prevent them from splintering into subgroups?</i>
OPPONENTS	STRATEGY: Decrease activism & opposition
	<i>What are ways you can...Eliminate them from this group?</i>
	<i>What are ways you can...Neutralize (disarm them)?</i>
	<i>What are ways you can...Sow dissent or encourage splintering?</i>
UNDECIDEDS	STRATEGY: Move closer to support
	<i>What are ways you can...Add credibility to your plan?</i>
	<i>What are ways you can...Show them benefits?</i>
	<i>What are ways you can...Advance their group interests?</i>