

FROM VISION



TO BEHAVIOUR CHANGE

ONDERHANDELEN MET VAKBONDEN

Career



- Teaching
- Innovation
- Team issues
- Leadership
- Advertising
- Negotiating
- Change
- Learning
- Company Transformation

IMPACT

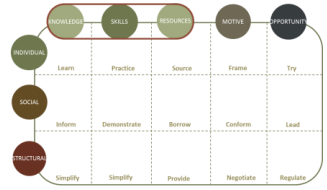
A horizontal bar at the top of the page is composed of several colored segments: blue, teal, light blue, pink, orange, and yellow.

iMPACT

INTERVENTION LEVEL



Intervention-Depth



Intervention-Zone

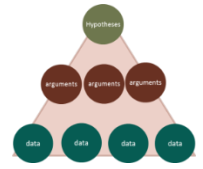


Intervention-Balance

INFLUENCE TACTIC



Influence-Politics



Influence-Logic



Influence-Triggers

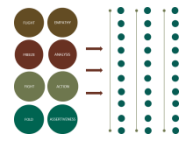
INTERACTION DESIGN



Interaction-Staging



Interaction-Matching

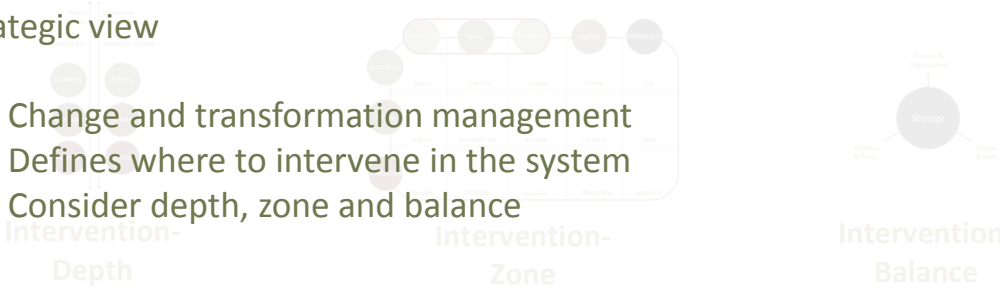


Interaction-Composure

INTERVENTION LEVEL

Strategic view

- Change and transformation management
- Defines where to intervene in the system
- Consider depth, zone and balance



Intervention-Depth Intervention-Zone Intervention-Balance

INFLUENCE TACTIC

Tactical view

- Negotiating and influencing tactics
- Power and politics
- Consider politics, logic and triggers



Influence-Politics Influence-Logic Influence-Triggers

INTERACTION DESIGN

Operational view

- Communicating with impact
- Consider staging, matching and composure

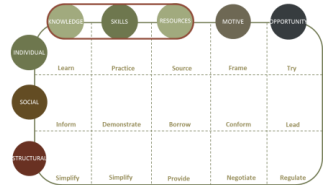


Staging Matching Interaction-Composure

INTERVENTION LEVEL



Intervention-Depth



Intervention-Zone

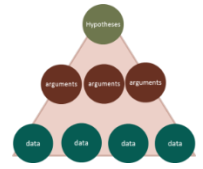


Intervention-Balance

INFLUENCE TACTIC



Influence-Politics



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Influence-Triggers

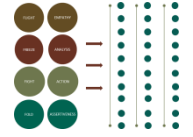
INTERACTION DESIGN



Interaction-Staging



Interaction-Matching

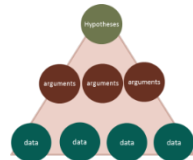


Interaction-Composure

INFLUENCE TACTIC



Influence-politics



Influence-logic



Influence-triggers



Power



positive leverage



negative leverage



normative leverage

S&N

Leverage

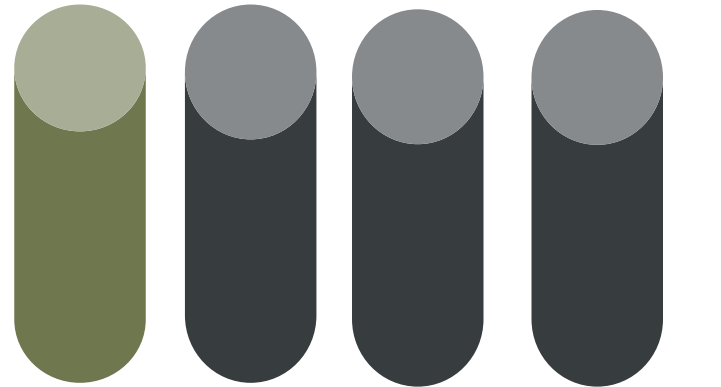
is dynamic, situational and perception

Alternatives

Alliances

Dimensions

New Dimensions to add



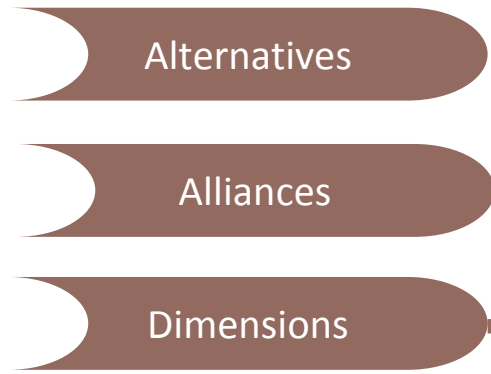
Power

positive leverage negative leverage normative leverage

S&N

Leverage

is dynamic, situational and perception



Alternatives

Alliances

Dimensions

New Dimensions to add



Additional dimensions create additional ZOPAs and allow issue trading

Issue trading

Alternatives

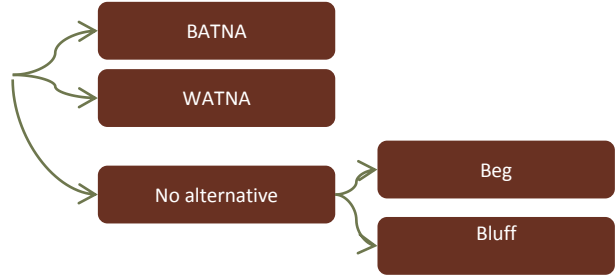
Alliances

Dimensions

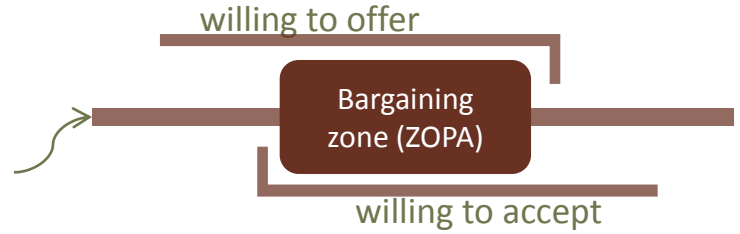
Alternatives

Alliances

Dimension



M.A.R.I.N.E.S.



STAY CONNECTED

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