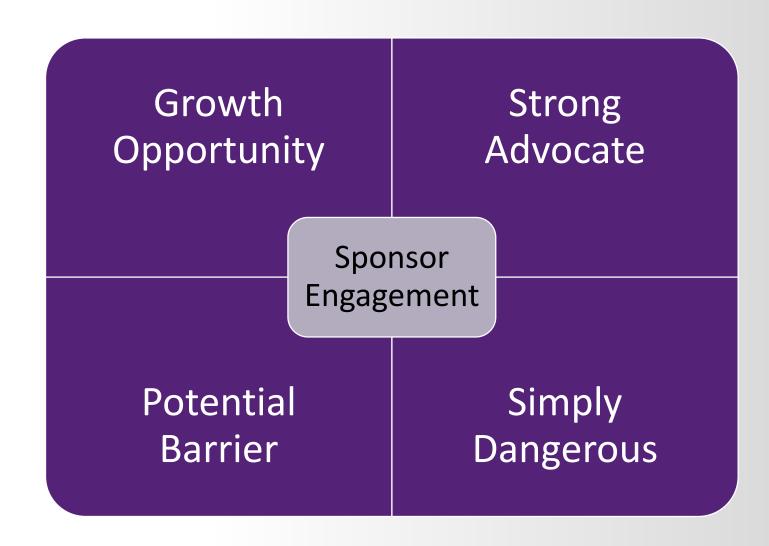


High

WIIFM

Low



Change Management Competency

Low

High