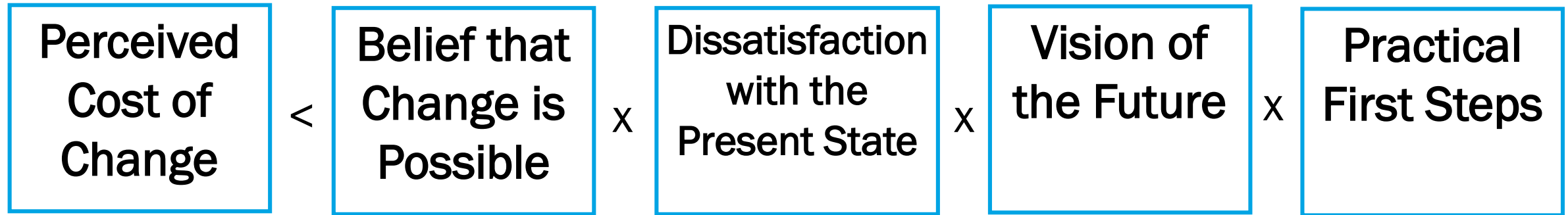


The Change Equation



Variants of this equation can be found in:

Michael Beer, *Organization Change and Development* (Santa Monica: Goodyear, 1980, pg.46)
Richard Beckhard and Reuben T. Harris, *Organizational Transitions: Managing Complex Change*
(Reading, MA: Addison-Wesley, 1987).