



# Bridgeway to Success™

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**WHAT YOU WANT  
IS CRITICAL MASS.**

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## Don't Get Everyone on Board!

Leading an organizational change effort? Then make sure you avoid this common trap: don't spend the majority of your time coaxing, coercing and cajoling the laggards. Spend it supporting the pioneers.

Too often we mistakenly think that we have to get everyone on board with change. Unwittingly we deprive those who want to lead change of the attention, support and encouragement they need to succeed. Worse, by trying to convince the laggards we actually empower them. That power lies in their ability to withhold what we want - their buy-in and support.

Change the dynamic. By supporting the pioneers, encouraging the masses and promoting the successes, the laggards begin to feel left out. Why, they say, are we out of the loop? Great. Now you are creating the "pull" for change, not trying to "push" change.

What you want is a *critical mass* of change supporters. Leverage your efforts where they will yield the greatest return. Don't get everyone on board!

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