

TYPES OF CHANGE BY TARGET AUDIENCE GROUP

For this change initiative, identify the type of changes that must occur for each major Target Audience group by placing an 'X' in the cells that apply.

	Target GROUP 1	Target GROUP 2	Target GROUP 3	Target GROUP 4
TYPE OF CHANGE				
1. Products & Services				
2. Technology				
3. Skills/ Capabilities				
4. Knowledge				
5. Processes, Policies, Procedures				
6. Relationships				
7. Organization Structure, Roles & Responsibilities				
8. Behaviors, Mindset, Attitude				
9. Values & Beliefs				
10. Decision Making, Governance				
SUM EACH COLUMN				