

Four Basic Human Dynamics

- **People are consciously and *unconsciously* predicting the future**
- **People's behavior is shaped by their predictions**
- **People want to be right about their predictions**
- **Predicting the future is more than a one time event**

Source: *Mastering Momentum: A Practical and Powerful Approach for Successful Change*, Michael H. Vinitzky and Patti J. Ayars

Key Momentum Questions

- ➔ **Is this outcome worth taking a stand for?**
- ➔ **Are we making progress?**
- ➔ **Is this business change worthwhile for me?**
- ➔ **Am I confident we will be successful?**

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