**Rick Maurer – Three levels of resistance model**

Level 1: I don’t get it  
  
This involves information: facts, figures, ideas. It is the world of presentations, diagrams, and logical arguments.

Level 1 may come from a lack of information, or disagreeing with data, not knowing the purpose of the change or how to change it, lack of exposure to critical information.

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| **Make your case.** Why is this change necessary? Present the change using language they understand |

Level 2: I don’t like it  
  
Level 2 is an emotional reaction to the change. It is based on fear: People are afraid that this change will cause them to lose face, status, control and runs deep. It’s difficult to communicate change when this is active.

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| **Remove fear** What’s in it for them? Be honest, get them engaged in the process. |

Level 3: I don’t like you  
  
Level 3: there is a lack of trust and confidence in you, they may not be resisting the idea – in fact, they may love the change you are presenting – they are resisting you or what you represent.

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| **Reconnect and mend broken relationships** take responsibility, show your commitment, show humility |