HUMAN-CENTERED IMPLEMENTATION

**accomplishment**
Help them celebrate their work

- Make the change memorable
- Make progress visible and engaging

**action**
Help them take action

- Build anticipation for the change
- Clearly communicate the change

**possibility**
Help them own the possibilities

- Make it customizable
- Encourage a “Try then evaluate” mindset
- Crowdsource to directly address challenges
- Make it trialable

**relatedness**
Help them relate to the purpose

- Immerse them in the issues to help them see and feel things for themselves
- Break through by connecting on an emotional level
- Establish open communication. Encourage honest feedback.
- Refresh and remind in engaging ways

Have them share stories with each other to understand how issues are relevant to their peers.