

The Forces Driving Change in the City of Madison

External Forces Driving Change

- Economy
- Market niche
- Technology
- Demographic shifts
- Human/social needs and values
- Government policies, laws, ordinances, and regulations
- Global/national/state/local racial, economic, political, climate, health, etc. issues



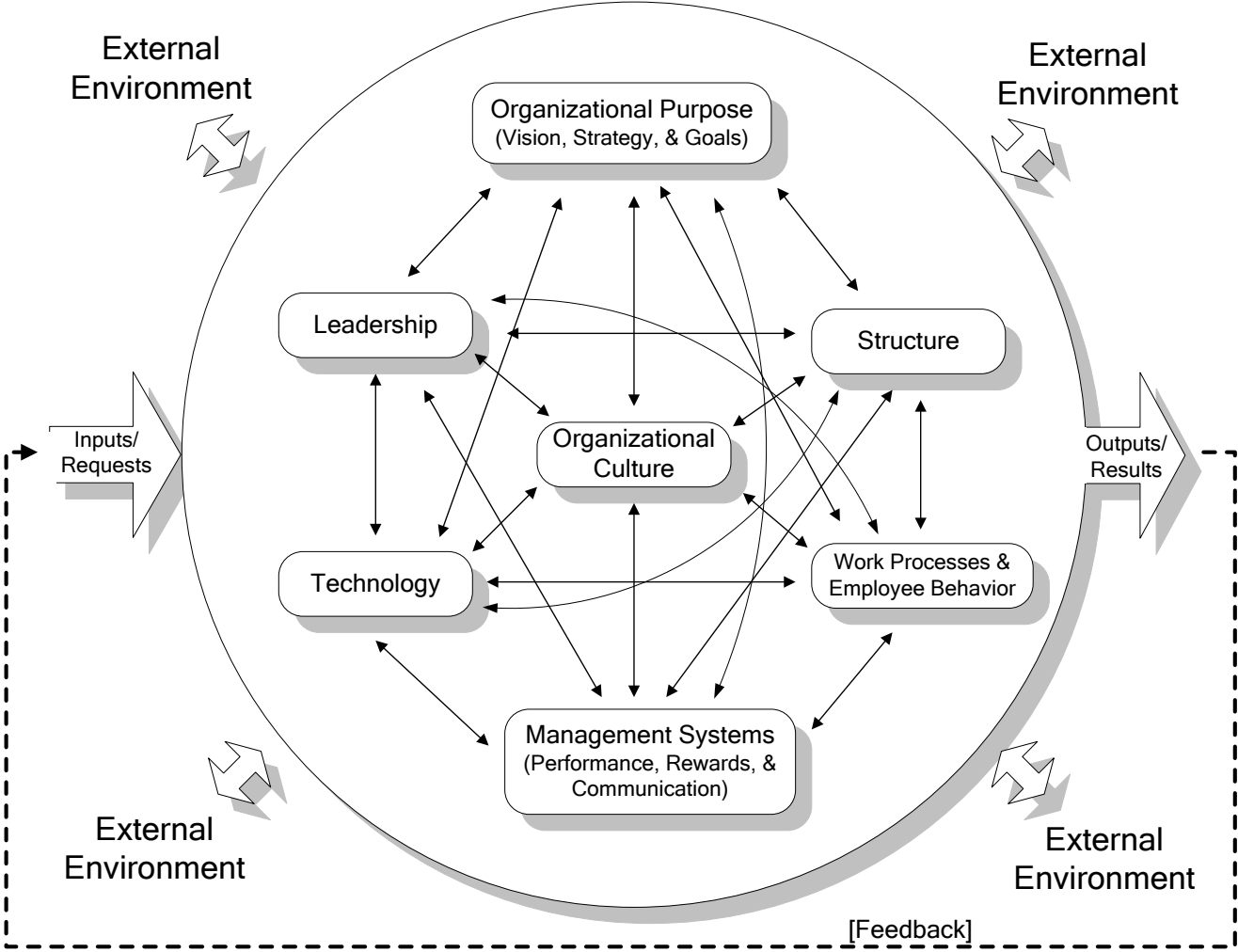
Internal Forces Driving Change

- Leadership and vision
- Performance challenges
- Workforce demographics
- Employee morale and engagement
- New ideas generated by employees

Adapted from **Change Basics**, by Linda and Jeff Russell
ATD Press, 2006

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A Systems View of Organizations



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