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**Case for Change**

When making your case for change, consider the following:

In order to make the case for change, give some thought to a presentation which includes:

1. What change is required

2. Honesty about why the change is needed

3. What the ‘burning platform’ is

4. What you need the end results to be and by when

5. What is negotiable and what isn’t

6. The ‘WIIFM’ (what’s in it for me?)