

Worksheet Set 11

Planning to sell the plan

Please consider and record which of the approaches coming from Nigel Piercy's 'parcel and wall' model you feel offers the best potential of success when it comes to persuading your organisation, colleagues, co-workers, etc., to accept and adopt the strategic marketing plan.

1. Quit

☐

2. Chicken hearted

☐

3. Wait for the wall to crumble

☐

4. Make it soft

☐

5. Use the right label

☐

6. Fast and furious

☐

7. Thin end in first

☐

8. Use a big box

☐

9. Grease the package

☐

10. Grease the wall

☐

11. War of attrition

☐

12. Sledgehammer

☐

13. Demolition ball

☐

Now carry out a force-field analysis using the chart on the following page.

DRIVERS for CHANGE	BLOCKERS for CHANGE

Which forces do you intend to reduce, denude or remove?

And how do you intend to do that?