

CHANGE

The Change Chart

How the four FourSight thinking preferences experience change — and what each one needs to move forward.

1



People who like to clarify

Wants the why

Typical reaction

- Asks questions
- Wants facts and logic
- May challenge the reason for the change
- Can seem skeptical or cautious

What they may be thinking

- *"Why are we doing this?"*
- *"What problem are we solving?"*
- *"What evidence supports it?"*

What helps

- Clear rationale
- Data and proof
- Defined objectives
- Time to understand the "why"

2



People who like to ideate

Wants the vision

Typical reaction

- Sees possibilities and upside
- Thinks about alternatives and future opportunities
- May jump quickly to new ideas
- Can get excited by the vision

What they may be thinking

- *"What could this become?"*
- *"What else could we do?"*
- *"How might this open up new opportunities?"*

What helps

- A compelling vision
- Big-picture framing
- Room to explore ideas
- Space to contribute creatively

3



People who like to develop

Wants it better

Typical reaction

- Wants to improve the plan
- Sees weaknesses, gaps, and implications
- May question whether the solution is good enough
- Focuses on making the idea stronger

What they may be thinking

- *"How can we make this work better?"*
- *"What's missing?"*
- *"What could go wrong, and how do we improve it?"*

What helps

- Opportunities to refine the plan
- Input into execution details
- Collaboration and iteration
- A chance to strengthen the solution

4



People who like to implement

Wants action

Typical reaction

- Focuses on action and execution
- Wants to know roles, steps, and deadlines
- May become impatient with ambiguity or too much discussion
- Prefers movement over endless debate

What they may be thinking

- *"What do we do next?"*
- *"Who is responsible?"*
- *"When does this start? How do we get it done?"*

What helps

- Clear action steps
- Roles and accountability
- Timeline and milestones
- Practical next moves