



Change Momentum Strategies for Each Phase of the Momentum Path

MOMENTUM LEVEL	KEY MINDSET	INDICATORS	STRATEGY
DESPAIR	"It is hopeless"	- Withdrawal - Apathy - High absenteeism	Create an excuse for hope: Introduce a physical or structural change (such as team configuration, schedule, location, role, or process adaptation or enhancement) that signals something new is genuinely happening Do not "sell" change, show change: Demonstrate that things are already shifting, however small Focus on safety and small wins: Provide these staff with visible and regular signs that their concerns are finally being addressed
FEARFUL	"I want to believe, but I am scared"	- Avoidance - Scepticism - Fear of being targeted	Acknowledge past pain: Validate their experiences Set a short-term vision: Maximum one month Create a challenge path: Start with small, meaningful, low-risk tasks that build belief ("low hanging fruit" or "quick wins") Normalise vulnerability: Celebrate mistakes, reflection and shared learning Encourage peer safety: Create staff forums or groups where honest feedback is welcomed Close the feedback loop: Keep staff updated on the progress and outcomes of feedback and consultation
HOPEFUL	"I am open, but unsure"	- Curious, - Observant - Not yet contributing	Build clarity and connection: Map how the wellbeing strategy aligns with staff values and classroom/workplace impact Let them choose: Offer low-barrier ways to get involved that feel voluntary, not mandated Set goals and challenges: Provide escalating and progressive goals Start gamifying change: Use recognition and visibility to show progress and participation
MOTIVATED	"Let's do this"	- Initiative - Ownership - Reliability	Give ownership: Let them co-lead parts of the initiative or contribute to decision-making Build a shared aspirational vision: But, ensure it's co-created with staff, not top-down Provide strategic belonging: Build a community of practice or working group with aligned values Celebrate impact: Regularly connect their efforts to real school improvements
FANATIC	"This is who I am"	- Advocates - Coaches others - Takes initiative	Use self-labelling: Let them call themselves "Wellbeing Champions" or similar Protect their energy: Avoid overloading them. Keep roles meaningful and supported Build shared aspiration: Engage them in designing the future state of wellbeing, inviting them to be part of a wellbeing committee Engage them as "experts" or coaches, only when they are interested and/or willing!!!