

# Speed of Change

## People Adapt to Change at Three Speeds

**Fastest**



**Slowest**

**1. Physical**

The time it takes for a person to **COMPLY** with the behavior requirements of the change

**2. Intellectual**

The time it takes for a person to **COMPREHEND** why a change has taken place or is necessary

**3. Emotional**

The time it takes for a person to **FEEL COMFORTABLE** with the new desired state

Alexander & Scott (1994)