



Start with
the Situation

The launch is over, but the energy is gone. Things are drifting. People are tired.



What's Really
Going On

Without reinforcement, change fades. Old habits return. Results plateau.



Why This
Matters

Momentum isn't magic. It's managed. And it's everyone's job.



Your Guiding
Principles

Repetition builds rhythm. Recognition fuels resilience.



The Playbook

- Celebrate wins, both big and small
- Tie progress to purpose and values
- Re-engage champions and leaders
- Refresh tools, stories, and scorecards

Sustaining Momentum



Common
Pitfalls

- Letting “post-launch” mean “post-interest”
- Failing to track impact
- Assuming behaviors will stick without reinforcement



What Good
Looks Like

- Progress continues beyond initial hype
- Culture reflects new ways of working
- Leaders keep the change alive in words and actions



Quick
Checklist

- Are we tracking what matters?
- Are wins visible and meaningful?
- Are we still listening and adjusting?



Closing
Insight

Momentum isn't a finish line, it's a practice. Keep it going, and the change becomes culture.