



Start with
the Situation

The plan is sound, but teams are pushing back.
Sometimes vocally. Sometimes silently.



What's Really
Going On

Resistance isn't personal. It's often a signal about fear, fatigue, or misalignment.



Why This
Matters

Ignoring resistance doesn't make it go away. It makes it stronger and more disruptive.



Your Guiding
Principles

Resistance is feedback. Listening is leadership.



The Playbook

- Identify where resistance is showing up
- Ask “what’s underneath that?”
- Involve trusted leaders and influencers
- Share progress and small wins visibly

Overcoming Resistance



Common
Pitfalls

- Labeling resisters instead of understanding them
- Over-communicating without real engagement
- Escalating defensiveness with control



What Good
Looks Like

- Concerns are named and addressed
- Skeptics start to participate
- Trust grows through action



Quick
Checklist

- Have we asked why people are hesitating?
- Are we equipping people, not just informing them?
- Is leadership modeling the change?



Closing
Insight

Resistance isn't a wall. It's a doorway.