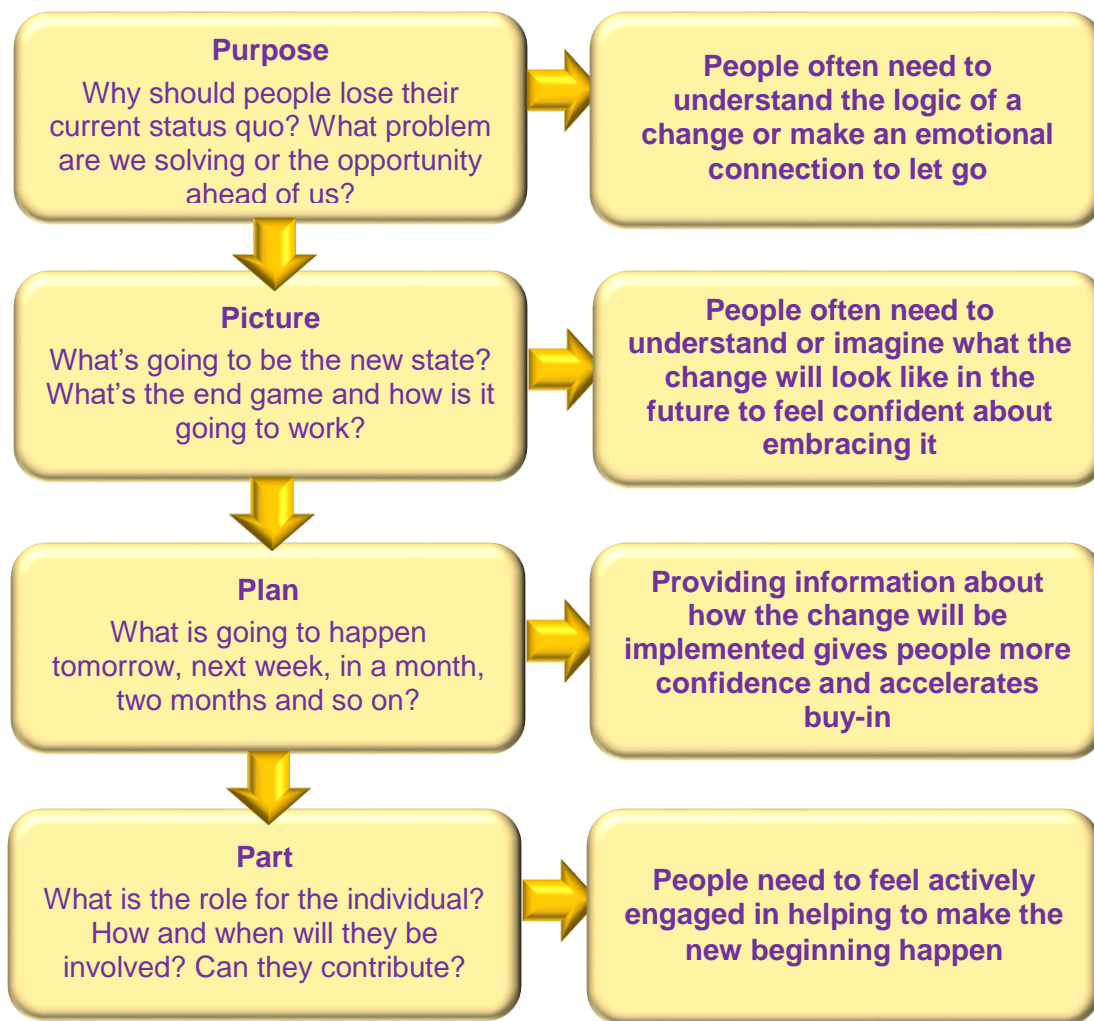


## Engagement in practice

Once you understand the importance of the transition people move through during change in delivering a successful change, it is helpful to consider this in practice.

Bridges Transition Model suggests considering 4Ps – purpose, picture, plan and part - when leaders are engaging people and understanding where they may be in transition. Using the 4Ps is useful in shaping the key messages and approach.



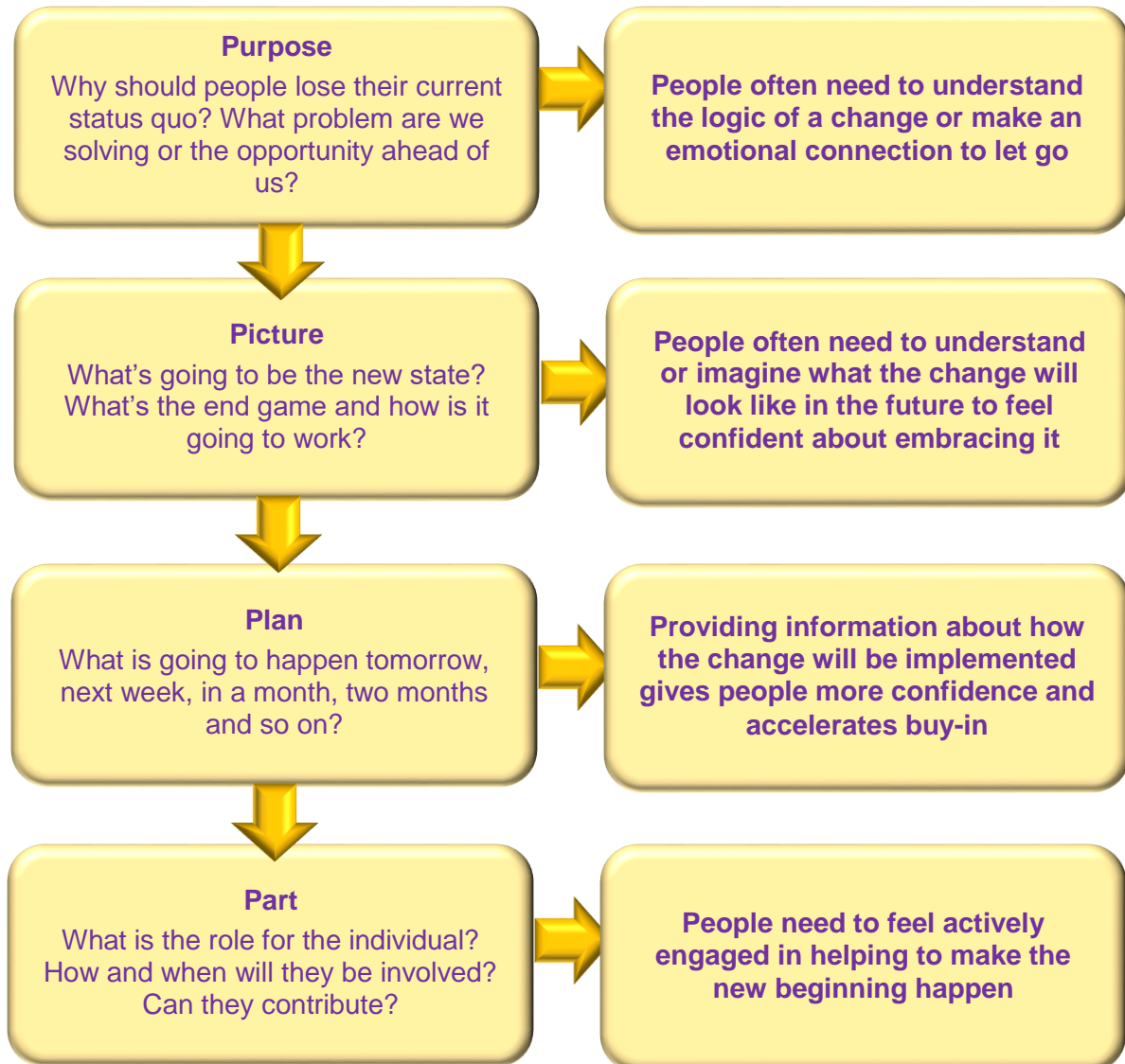
[Image tag: The four Ps]

During the first phase, messages focus on PURPOSE moving swiftly to PICTURE to encourage people to let go and accept there is a need for change. It is important to communicate the high level PLAN and PART to reduce anxiety. Through the second phase, messages typically focus more on PICTURE, PLAN and PART as people begin to contribute and want to know more. The need for facts to reduce fear is high. In the final phase, messages reinforce the PICTURE while celebrating the PART people played, and tackling those who remain stuck at the beginning of transition.

Want to know more about Bridges' theory in action read this [this article](#) and [blog](#)

## How does Bridges Transition Model work?

Bridges Transition Model is best practiced by considering the 4Ps when leaders are engaging people and considering where they may be in transition to shape the key messages.



Picture 4: The four Ps

During the first phase, messages focus on PURPOSE moving swiftly to PICTURE to encourage people to let go and accept there is a need for change. It is important to communicate the high level PLAN and PART to reduce anxiety. Through the second phase, messages typically focus more on PICTURE, PLAN and PART as people begin to contribute and want to know more. The need for facts to reduce fear is high. In the final phase, messages reinforce the PICTURE while celebrating the PART people played, and tackling those who remain stuck at the beginning of transition.