

Social Movement Action Framework: Receptivity to change - Is your timing right?

One of the variables that influence receptivity to change is timing. When change is seen as timely and urgent, an opportunity for change is recognized.

Instructions: As a change team, answer the following guiding questions in the table below. Be sure to follow up and raise these questions with staff and other stakeholders to get their input. Use all of the feedback to assess whether your timing for the change is right.

Assessing your timing for change

Guiding questions	Your response
1. Can the change be leveraged with other existing initiatives?	
2. Is there a new leader and/or leadership structure? If so, are they open to new ideas, such as the proposed change?	
3. Do others express continued and strong support for maintaining the status quo? Or is there a shift in thinking for new perspectives?	
4. Is budget and/or other needed resources available? If not, when will these resources become available?	
5. Are others voicing their concerns regarding the need for change? If so, is it attracting interest and attention?	

SOURCES: Herechuk et al., 2010; Lippman et al., 2013; MacDonald et al., 2018; Ruglis & Freudenberg, 2010; Silva-Gallegillos, 2015.