IP BEST PRACTICES

Program Label

A best practice shared by InspiringPeople.

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Program Label

Naming clearly what you're moving away from is as important as naming what you're moving toward.

Key steps

Every change is a journey from A to B. Defining B gets a lot of attention; defining A is just as important and is usually forgotten, especially in culture change. Without a clear A, there's no way to measure progress or provide direction — and change without direction leads to confusion.

Put together a tagline that emphasizes what's needed in B, and look for a slogan that also names the current, non-desired characteristics you're leaving behind.

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