Wins and Losses Diagnostic Template

Use this template to help you identify who may win and who may lose as a result of your change effort.

1. Identify the general change or initiative that is planned.

2. Outline the specific changes (in attitudes, behaviors, and so on) that people will be required to make in order to implement this new change or initiative.

3. Use the table to list your staff members and the potential wins and losses they face under the new initiative.

Staff Member	Potential Wins Under New Initiative	Potential Losses Under New Initiative

4. Make a tally of the wins and losses associated with this change. Do the wins outweigh the losses? Is the change worth the effort it will take to fully implement it?

5. On your table of potential wins and losses, mark the people who could become negative or resistant if they experience the losses.

6. List the strategies you could use to minimize the negative impact of the people who might experience losses as a result of the implementation of this change or innovation.