



# The NUDGE Challenge

You are part of a new leadership team selected to lead a critical initiative to improve organizational performance through subtle yet impactful changes. Your task is to develop NUDGEs to build support and maintain momentum during implementation.

**Team Name:** \_\_\_\_\_

## Part 1: Identify the Change

*What is the change you would like to implement? Describe it clearly, including context or background to help explain it.*

## Part 2: Visualize an Implementation Plan

*Walk through core aspects of an implementation plan to identify areas where reinforcement, encouragement, and engagement may be needed throughout the project.*

1) What does success look like for this change?

2) What different perspectives need to be considered?

3) What potential obstacles might you face? How can they be overcome?

4) How will you gather feedback during implementation?

5) What unspoken roadblocks might you encounter during implementation? (i.e., political pressures, power dynamics, cultural norms, etc)? How can they be overcome?

6) Who are the key stakeholders that need to be involved? How will you engage them?

7) How will you recognize and celebrate small achievements?

8) What activities, incentives or motivators can help maintain momentum?

### Part 3: Apply NUDGE Theory

*Design NUDGES aimed at guiding behaviors, overcoming obstacles, inviting feedback, and maintaining engagement during implementation of the change management plan.*