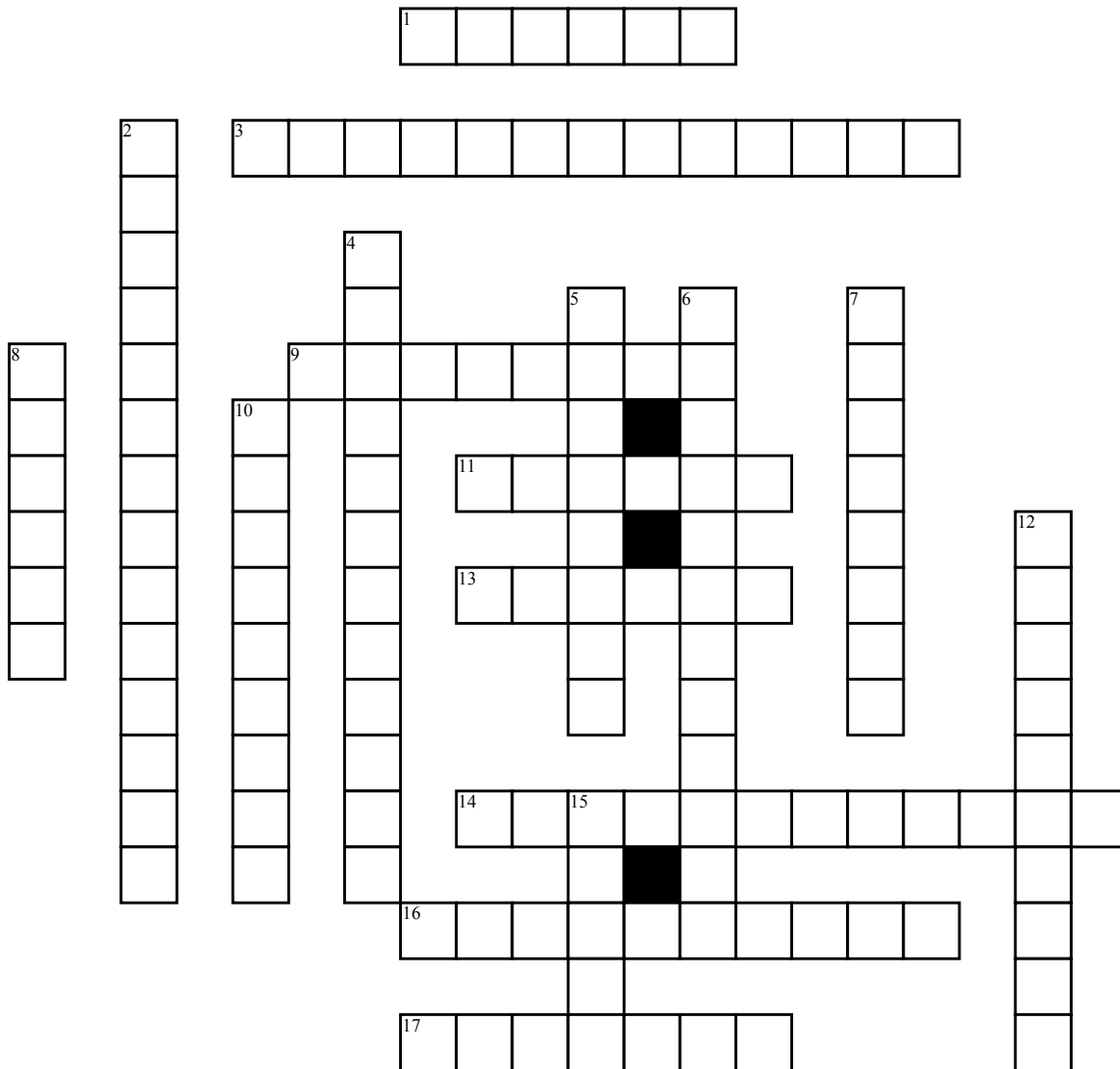


# Implementing change



## Across

1. Senge's models  
 3. A two-way process where information is exchanged  
 9. Lewin's first step.  
 11. A \_\_\_\_\_ leader is a business that has a reputation for being the best in a market, or leading the market in terms of innovation, sales, profits or market share.  
 13. \_\_\_\_\_ bottom line  
 14. Groups or individuals with an interest in a business  
 16. A range of strategies to reduce resistance

17. The ability to see the big picture - \_\_\_\_\_ thinking.

## Down

2. A report of what a business has done, and is doing, with regard to social issues.  
 4. The skilful exertion of influence.  
 5. The process of aligning and developing the capacities of a team - team \_\_\_\_\_  
 6. The process of moving resources to different sections of a business.

7. A strategy of selling more than one brand in a market - \_\_\_\_\_ branding

8. The use of power to force change  
 10. The theory developed by Lewin describing a process for how a business could undertake change.  
 12. The process of positively influencing and encouraging individuals to set and achieve objectives  
 15. A change \_\_\_\_\_ is a person or group of people who act as catalysts, assuming responsibility for managing the change process.