

Your Change Journey Starts Here

A reflection and planning guide based on the PRD(O) Framework



You don't need a perfect plan to start driving change — you need **clarity on where you're going and honesty about where you are**. Use this guide to name your current initiative, pressure-test your readiness, and identify the one shift you need to make first.

YOUR ONE THING Name the initiative, change, or challenge you're navigating right now. Be specific — "we're growing" is a destination, not a journey.

P Prepare

Clarify · Inspect · Align

What is the actual destination — not the project name, but the outcome you need?

Where is your alignment broken before you leave the driveway? (People, incentives, capacity)

If you can't answer the first question in one sentence, you're not ready to drive yet.

R Review

Reality-Test · Assess · Look Back

What failed the last time you tried something like this — and does your team remember it?

Do your managers have the capability to lead through this change, or are you assuming they do?

Resistance you can't explain is almost always a mirror moment in disguise.

D Drive

Measure · Sustain · Rotate

Who is explicitly driving this initiative — and does that person know they're driving?

What leading indicator will tell you the change is actually sticking — before the revenue numbers move?

Lagging indicators confirm history. Leading indicators let you course-correct in real time.

O Off-Road

Pivot · Adapt · Celebrate

What is the most likely pothole or detour for this initiative — and have you planned for it?

How will you recognize and celebrate a smart pivot so your team doesn't experience it as failure?

The teams that survive change celebrate the detour, not just the destination.

THE HONEST CHECK

Are you in Repair mode when you should be in Replace mode? What's keeping you there?

YOUR FIRST MOVE

Based on your answers above, which shift do you need to go back to first — and what's one action you'll take this week?

Quick Readiness Check — Circle your confidence level for each shift (1 = not started, 5 = solid)



Ready to go deeper on your change architecture?

If your answers above surfaced more questions than clarity, that's exactly where we start. Let's explore what your organization is built to lead.

Open the Blue Door™

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