

THE EQUATION FOR CHANGE

THE KEY TO EFFECTIVE CHANGE MANAGEMENT



About Dave Wright

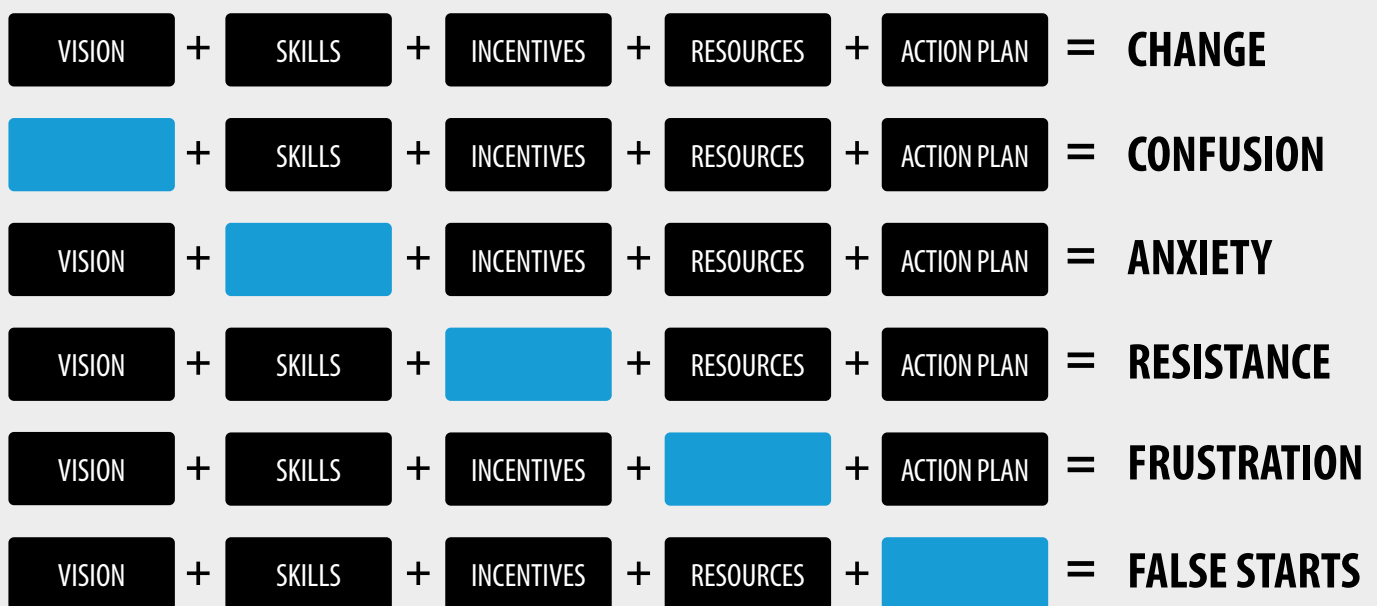
Dave Wright is the Creator and CEO of MYZONE® - a Physical Activity Heart Rate Monitor and system used to monitor, motivate, evidence and increase exercise adherence. He's also the CEO and owner of Creative Fitness Marketing (CFM), a global company with offices in the UK, Australia and North America that has served the international fitness community since 1990 – specifically helping people be more and stay more physically active. A health club operator with multiple health clubs across two continents. He can be contacted via dave@myzone.org



Having successfully set up multiple businesses across multiple countries, *Dave Wright* knows change and how to effectively manage it. Recently he delivered a presentation where he shared The Equation For Change, which is an adapted version of Tim Knoster's change management model.

As we all approach the long-awaited moment where the industry can commence operating again, we thought it a timely opportunity to share Dave's model, to help you ensure you have the resources required to avoid creating confusion, anxiety, resistance, frustration and false starts. ♦

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Adapted from Knoster, T.