

A simple equation reshaped how I think about transformation

$$\text{Change} = \mathbf{D} \times \mathbf{V} \times \mathbf{F} > \mathbf{R}$$

(Based on Gleicher's research and later
modified by Kathie Dannemiller)

Let me break it down for you...



D → Dissatisfaction :The part of your life or business that is no longer acceptable or are dissatisfied with the status quo? It can be internal (what you can control) or external (what hits you unexpectedly — technology, competition, regulations, disruption, Safety, growth, culture).

V → Vision :A clear picture of what's possible. Not what is — but what could be, the future state

F → First Steps :Daily, weekly, and monthly actions that move you toward that vision. Small motion creates big momentum.

R → Resistance :The force — internal or external — that pushes back.



Meaningful Transformation

For meaningful change to happen, the combined force of dissatisfaction, vision, and first steps cannot be zero.

“Because once you clarify what you refuse to tolerate, envision what’s possible, and take that first committed step...

- Resistance begins to shrink.
- Momentum begins to rise.
- Transformation begins to unfold.”



The Amplifier

What's one situation in your life or work that you've simply accepted?

Is it:

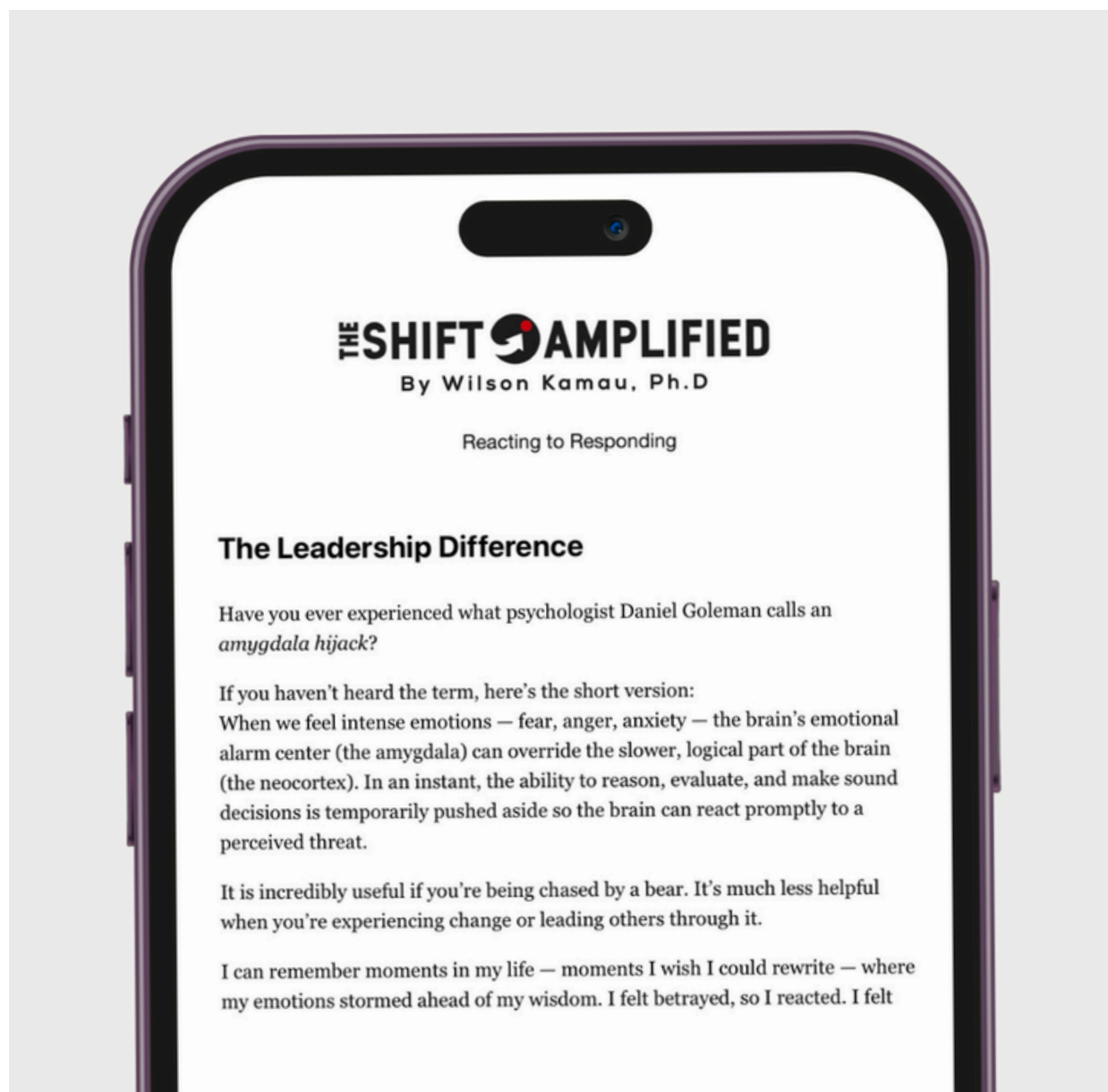
- A comfortable routine?
- A lack of clarity or direction?
- A dream you haven't started?
- A change you've been avoiding?
-

These aren't just conditions —they're forms of resistance. And if you don't lead the shift, the shift will eventually lead you.



If this resonates, share The Shift Amplified with someone who loves growth as much as you do.

Subscribe here: <https://the-shift-amplified.kit.com/ce8e2715da>



Until next time — stay bold, stay curious, and keep amplifying what matters