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Level 2 - Remove as much fear as possible

- Emphasize what is in it for them
- People need to believe the change will benefit them in some way
- Get those affected involved engaged in the process as people tend to support things they are involved in
- Be honest. If a change will effect someone let them know

Level 3 - Rebuild damaged relationships

- Take responsibility for things that may have led to current tense situations
- Keep commitments. Show you are trustworthy
- Find ways to spend time together with those affected so that they know you and your team
- Allow yourself to be influenced by the people that resist you