

# The wobbly model

Change does not happen in a project plan – it happens in people. In unpredictable, emotional and very human moments.

## What is the wobbly model?

A human approach to communication during change.

## When to use it

- When change affects how people think, feel or behave.
- When there’s uncertainty or resistance.
- When people need safety and confidence to move forward.

## Why it works

It matches communication to emotion, building trust and helping people to change behaviour. The wobbly model recognises that people don’t experience change in straight lines, they wobble through it.

## The wobbly model maps six human moments or 'wobbles' that remind us what people experience during change.

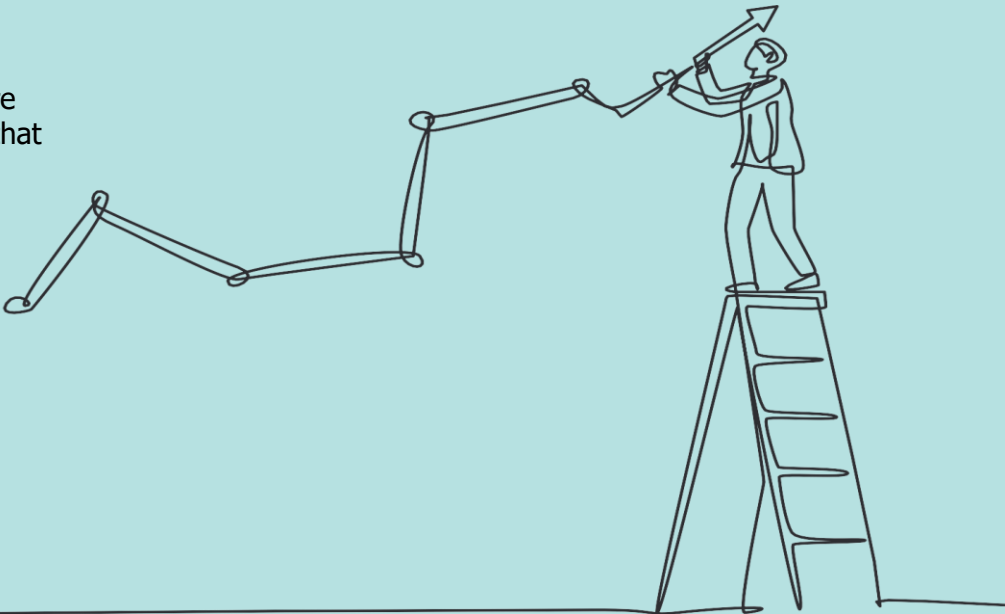
Each moment reflects a real emotional truth, from the first signs of uncertainty to the steady confidence that follows once change is owned.

**Your role as a communicator is to meet people where they wobble.** That means tuning in to what they’re feeling, not just what you’re hearing.

It’s about recognising the doubts, questions and small acts of courage that shape how people move through change.

When you match communication to emotion, you create messages that land not just logically, but humanly. You give people language for what they’re feeling, confidence in what’s coming, and a sense that they’re not doing it alone.

Moment	Stage of change	What people feel	What they need
1. Wobbly	People first hear about the change	Uncertain, anxious and unsteady	Reassurance and calm
2. Make it matter	People try to understand why it’s happening	Disconnected, questioning why	Purpose and meaning – the why
3. Not alone	People look for others to make sense of it	Isolated, uncertain if others are adapting	Connection and belonging
4. Say it straight	People want honest answers before they move on	Wary, sceptical of spin	Honesty and clarity
5. I’m trying	People start doing the new thing	Fatigued, doubtful, seeking recognition.	Encouragement and recognition
6. We did it	People feel the change is part of daily work	Proud, relieved, ready to reflect	Celebration and continuity



Developed by Karen Dempster, Fit2Communicate

Use the QR code for a more comprehensive guide.

