

How do we relegate Parental Alienation to the pages of history books

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3 mistakes
+
building blocks of
change

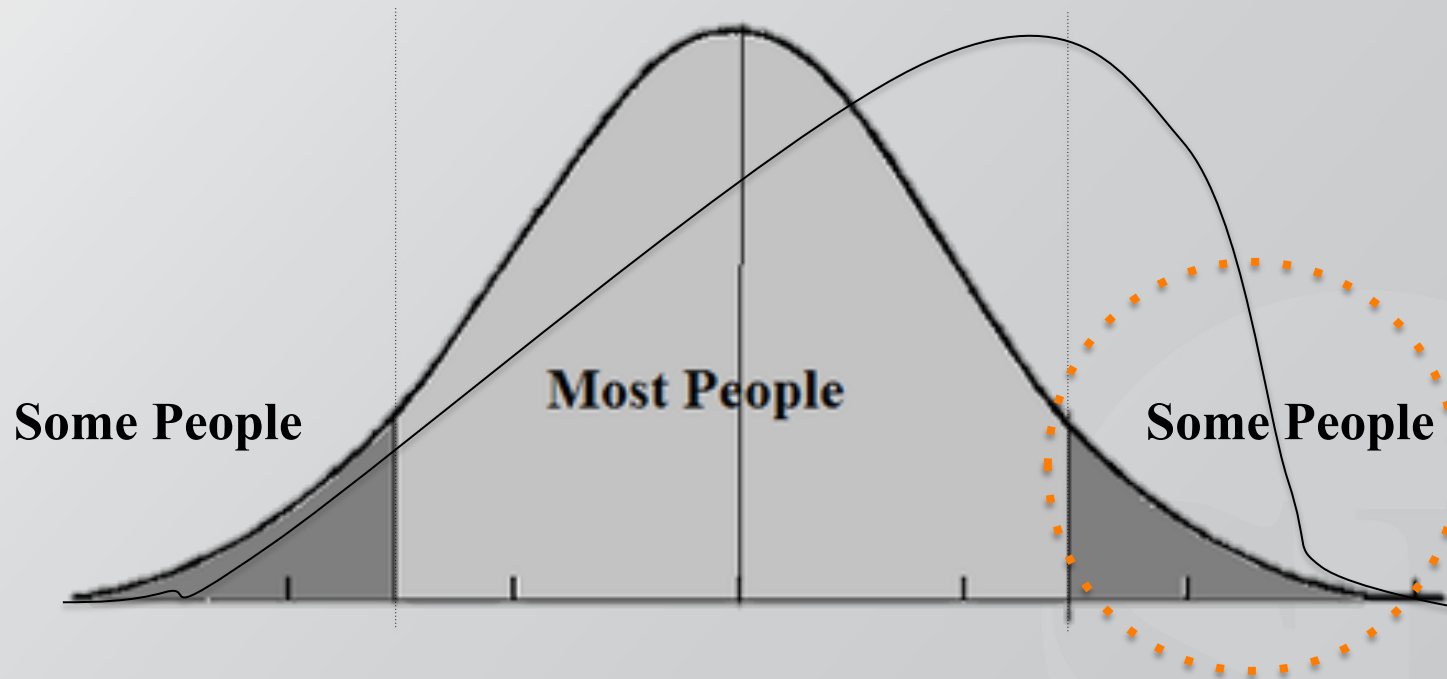


Mistake #1:
Expect absolute alignment

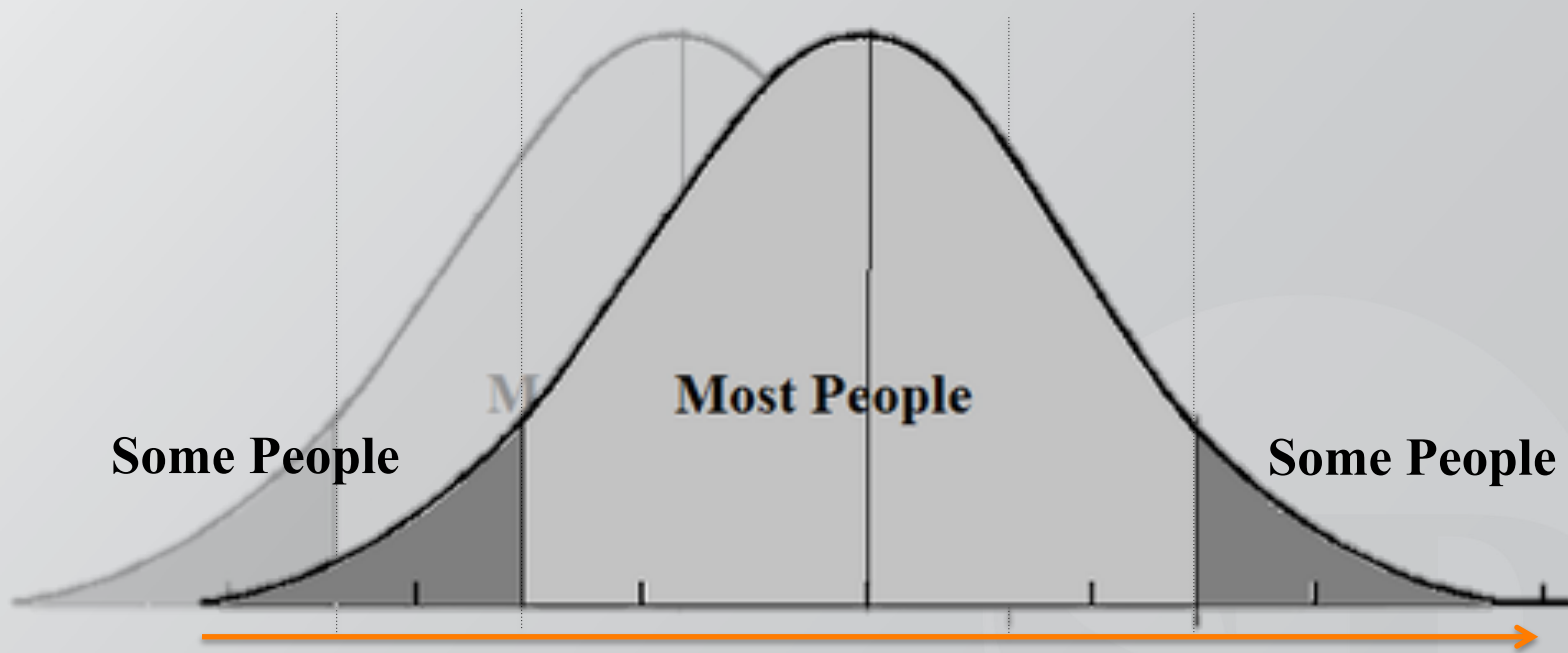


Mistake #2:
Expect all to care

The Bell Curve



The Bell Curve





Mistake #3:
Do too little

Building blocks

1. Problem definition
2. Shared language + metric
3. Vision
4. Credibility
5. WWIFM
6. Compelling story
7. Change management

