The FabricShift Change Model

A Behavioural Approach to Lasting Business Transformation

At FabricShift, we recognise that most transformation initiatives fail not because of poor strategy or inadequate technology, but because they overlook the human side of change. Traditional change models often treat people as passive recipients of new systems or processes. In reality, people are the drivers of transformation. It is their behaviours, habits, and decisions that determine whether change takes root or slips away.

The FabricShift Change Model is our modern, behaviour-first approach to transformation. Grounded in systems thinking, behavioural science, and performance psychology, it supports individuals and organisations to move beyond compliance-driven adoption towards meaningful, sustained change that delivers measurable business results.

This model is designed to guide leaders and teams through five interconnected stages of behavioural change: Anchor, Shift, Enable, Sustain, and Amplify. Together, they provide a practical, human-centred roadmap for embedding transformation.

1. Anchor – Connecting Change to Purpose

Change begins with clarity. In the Anchor stage, individuals and teams establish a strong "why" for transformation, both at an organisational and personal level. Without this anchor, change feels like something done to people, leading to resistance and disengagement.

Anchoring means making the link between the transformation and the outcomes people care about most, improved customer value, stronger sales growth, better performance, or alignment to organisational purpose. It is also about personal connection: helping individuals see what the change means for their role, career, and success.

IMPACT ON PEOPLE
They move from resistance to experimentation. Curiosity and confidence grow as they see and feel progress.

2. Shift – Making Change Tangible Through Micro-Behaviours

Once people understand the purpose, they need to experience early progress. Large-scale transformation can feel overwhelming, so the Shift stage focuses on breaking big goals into small, visible behavioural changes. These micro-shifts — such as consistently logging sales data into a CRM within 24 hours or beginning meetings with a future-focused question — act as proof points that the change is both possible and valuable.

By focusing on habits rather than abstract goals, people experience a sense of momentum. The visible demonstration of new behaviours also creates social proof, encouraging others to follow.

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3. Enable – Building Systems That Support New Behaviours

Even the most motivated individuals will struggle to sustain new behaviours if their environment works against them. In the Enable stage, leaders design systems, processes, and incentives that make the right behaviours easy, obvious, and rewarding. This may involve aligning sales processes with CRM usage, creating dashboards that make data visible, or recognising individuals who role-model transformation behaviours.

This stage draws on systems thinking, recognising that individuals, teams, processes, and technology are interconnected. By adjusting the system to reinforce rather than resist new behaviours, organisations create the conditions for transformation to succeed.

IMPACT ON PEOPLE

They move from effort to support. Friction decreases, and individuals feel more confident because the system reinforces, rather than obstructs, their behaviours.

4. Sustain – Embedding Habits and Reinforcing Progress

Behavioural change requires repetition, reinforcement, and accountability. In the Sustain stage, new behaviours are embedded through regular practice, reflection, and feedback. Tools such as FabricShift's HabiTrack™ platform play a critical role in this stage, providing daily tracking, peer feedback, and real-world application that ensures behaviours stick.

Coaching, peer support, and recognition are also vital. Leaders must consistently reinforce the importance of the new behaviours, showing how they contribute to team success and business results. Over time, what began as a conscious effort becomes second nature.

IMPACT ON PEOPLE

They move from effortful practice to confidence and consistency. New behaviours feel normal, and pride in progress builds momentum.

5. Amplify – Scaling Change into Culture and Results

The final stage is where transformation becomes cultural. In Amplify, successful behaviours are scaled across teams and functions, becoming "the way we do things." This involves sharing best practices, celebrating success stories, and ensuring that business results are visibly tied to behavioural change.

Amplification turns individual progress into organisational capability. Leaders use data and stories to demonstrate how new behaviours drive performance, whether through improved forecasting, stronger pipelines, or greater customer satisfaction. At this stage, transformation is no longer a project, it is embedded in the culture.

IMPACT ON PEOPLE

They move from commitment to advocacy. They not only sustain their own behaviours but also champion change in others, proud of the impact achieved.

A BEHAVIOURAL JOURNEY

As people move through the FabricShift Change Model, they experience a clear psychological and behavioural journey:

1 ANCHOR
From **uncertainty to clarity**

3 ENABLE
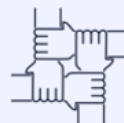From **frustration to support**

5 AMPLIFY
From **commitment to advocacy**

2 SHIFT
From **resistance to curiosity**

4 SUSTAIN
From **effort to consistency**

CONCLUSION

The FabricShift Change Model offers organisations a practical, human-centred approach to transformation. By focusing on habits, systems, and reinforcement, it supports individuals through the real journey of change, from clarity to advocacy.

Unlike traditional change frameworks, this model is non-linear, flexible, and rooted in behavioural science. It can be applied to any transformation, whether embedding a technology system, leading a cultural shift, or driving strategic growth. Most importantly, it ties directly to business results, ensuring that transformation is not just experienced but measured, sustained, and amplified across the organisation.

See the Change Model in action
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