Why is it important to celebrate early wins? Celebrating early wins is important because it helps build momentum and morale. People tend to see the value in what they are working towards when they experience initial success. This can be especially true when change involves the risk of failure. By celebrating early wins, you are not only expressing your appreciation for the work being done, but you are also showing others that the change is possible and worthwhile.

**Establishing and celebrating early wins**

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Develop a strategy to recognize early wins in order to build momentum for long-term change.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recommended time</strong></td>
<td>2–3 hours</td>
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</table>
| **Materials** | Tool 3.5  
- “Winning Strategy: Set Benchmarks of Early Success To Build Momentum for the Long Term,” pages 24–29 |
| **Process** | 1. Read the article “Winning Strategy” on pages 24–29 to gain background knowledge on the tool and the concepts behind it.  
2. In the article, pay special attention to the “essential characteristics of early wins” (Spiro, 2012, pp. 32; 35) on page 26.  
3. Identify current actions that may qualify as early wins. Use the Early Win Wonder Tool table, pages 27–28, to determine which meet all essential characteristics of an effective early win.  
4. After completing the tool and determining whether it fits criteria for an early win, reflect on the following questions (as outlined in the article):  
   - Am I willing to put my credibility on the line to guarantee the success of this action?  
   - Am I willing to postpone implementing the large action I really want to take until after the small, early win is successful?  
   - Will I be able to implement an early win that is important to those affected, but seems relatively unimportant to me? Am I aware of what people perceive they are losing? Am I willing to build it into the proposed small, early win?  
   - Am I absolutely certain this small, early win can be accomplished in the timeframe?  
   - Am I prepared with a plan to build on the momentum of the early success?  
   - Am I clear about where we go from here and what action comes next? |