

EDDY (diagnose) → FLOW (build the team) → TIDE (lead the change)

TIDE

A Model for Leading Change

Trigger · Insight · Direction · Embed

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EDDY tells you what's stuck and why. FLOW builds a team that can carry weight. TIDE is the mechanism that turns a diagnosed, capable team into forward motion — the turning point where change stops being announced and starts being lived.



Trigger

Name the real catalyst — what is forcing or inviting this change. Carry EDDY's Evidence and Drivers forward rather than starting the diagnosis again.



Insight

Build shared understanding of where people actually sit with the change. Use DISC to read the room: D pushes for pace, I gets excited early but needs follow-through held, S needs safety and time, C needs the data and the why before committing.



Direction

Co-create the vision and the first concrete moves rather than announcing a plan from the top. This is FLOW's Ownership carried through — people support what they help build.



Embed

Lock the change into habits, language and routines so it survives past initiative energy. Ties back to FLOW's Language and Wins, or the change reverts within a term.