

# Carrot or Stick

## You want change

When someone doesn't understand the feedback ('Huh?') or doesn't accept it ('No'), you can try two tools:

### The carrot – reward

Appeal to what they want.  
What's in it for them? What might they gain?

### The stick – consequence

Be clear what will happen if nothing changes.  
Sometimes people only change when they feel pressure.

These are useful tools to create motivation, just make sure you are also working towards a long-term change.