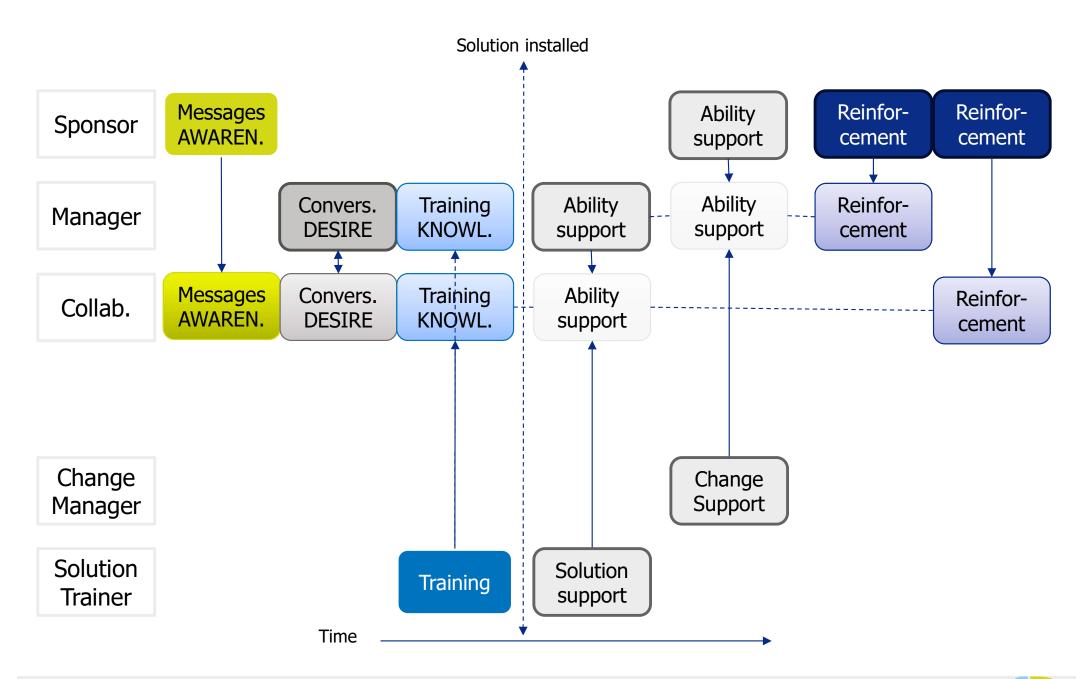# CHANGE MANAGEMENT CONVERSATIONS FROM TRAINING TO ACHIEVEMENT