

|               | Opportunity Identification | Planning and specification | Execution, monitoring and control | Hand over and evaluation | Operations and maintenance |
|---------------|----------------------------|----------------------------|-----------------------------------|--------------------------|----------------------------|
| Confirmation  | 2                          |                            |                                   |                          | 3                          |
| Qualification |                            |                            |                                   |                          |                            |
| Decision      |                            |                            |                                   |                          |                            |
| Persuasion    |                            |                            |                                   |                          |                            |
| Attention     |                            |                            |                                   | 1                        |                            |

FIGURE 1.10  
Change projects and ordinary projects.