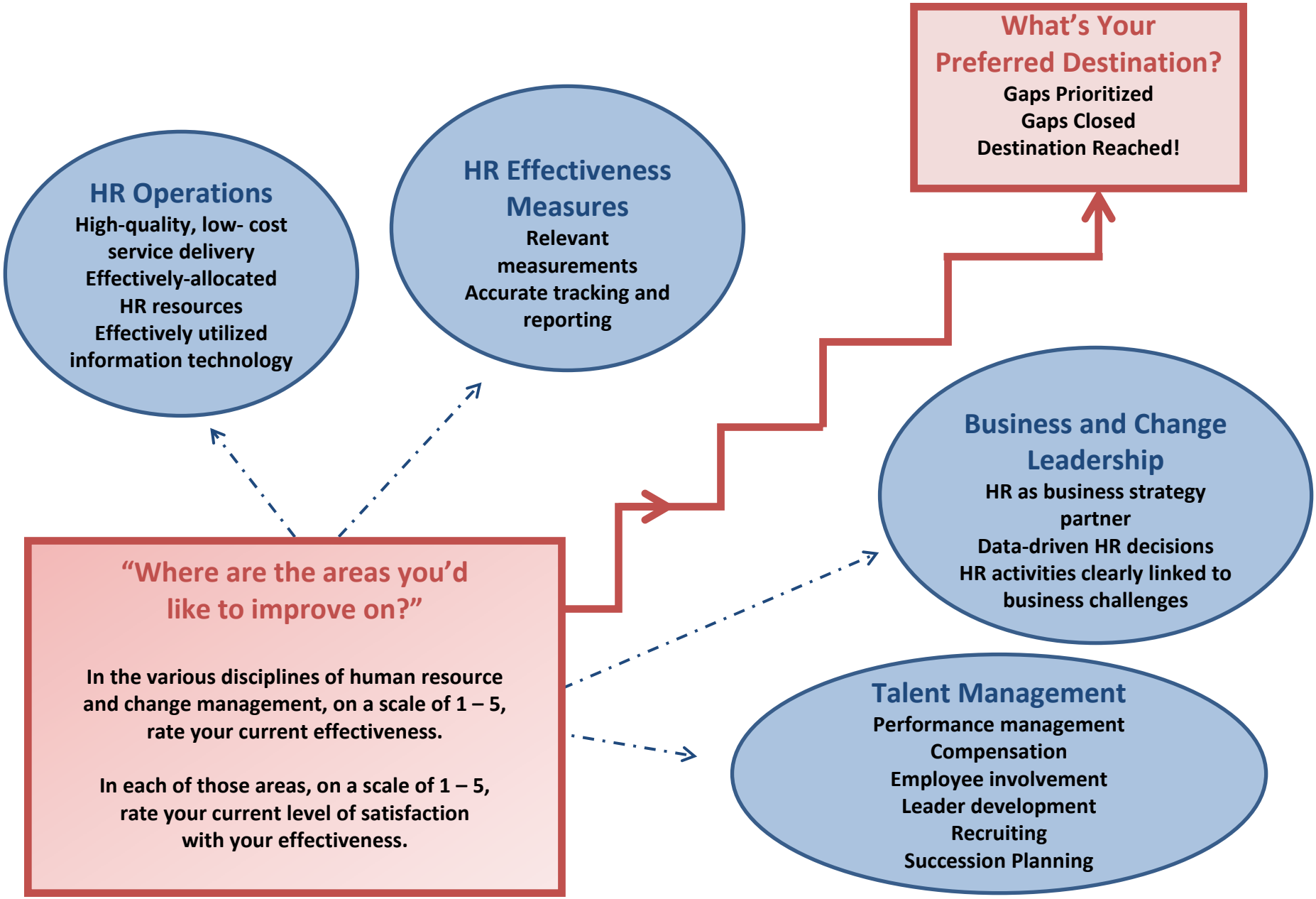HR and CHANGE MANAGEMENT MODEL