What occurs with some regularity with extrinsically driven change is that there is temporary compliance for a brief period, followed by a decline in results. Intrinsically motivated change shifts the performance curve dramatically to the left, with faster and better results than the natural diffusion of ideas through the culture. The fastest way to get results is through forcing extrinsic change, but those results erode after plateauing. This is a trap that ensnares many leaders, who are drawn to the lure of the quick fix, instead of leading for the long haul. The figure below, along with Figure 4.1, illustrates the dynamics of this process.

**Figure 4.2: Extrinsic vs. Intrinsic Change**