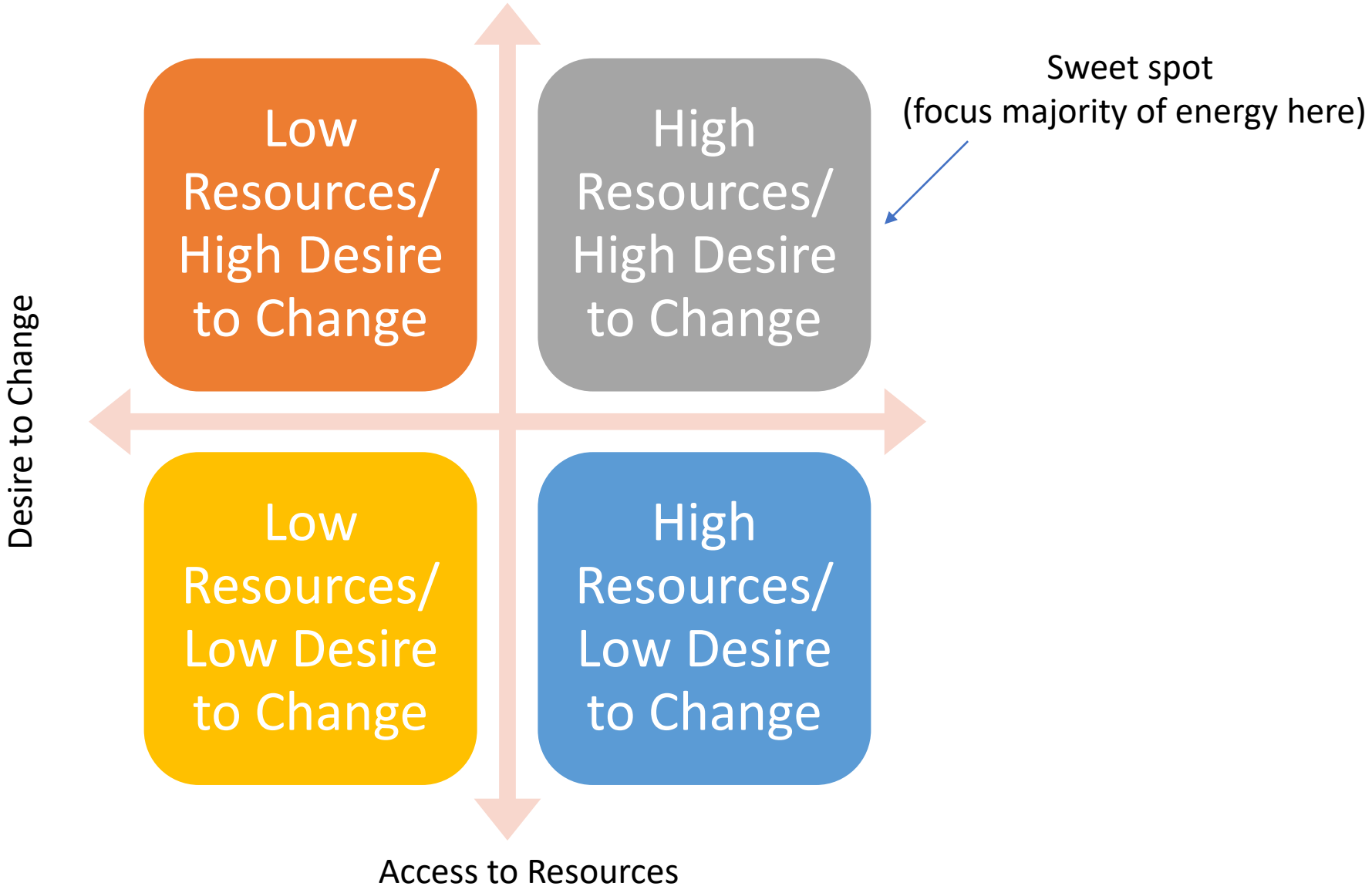
Low Resources/ High Desire to Change
High Resources/ High Desire to Change
Sweet spot
(focus majority of energy here)
Low Resources/ Low Desire to Change
High Resources/ Low Desire to Change
Desire to Change
Access to Resources