Abstract
This article is based on the sight of the human being as a pillar of all changes within the organization; it considers how change processes are started with personal change, and how modern organizations are aware of it. Show the need to understand the processes that people live under constant change, as well it is necessary have the tools required to establish the criteria for implantation and reduction of barriers that interfere with their acceptance, making important contributions in the area of attitudes measurement and change.

Keywords
Attitude, Change, Organization, Process, Opposition.