Managing Change

MALT
Fall 2017

"Change stimulates resistance- it challenges people's habits, beliefs, and values. It asks them to take a loss, experience uncertainty, and even express disloyalty to people and cultures… **loss, disloyalty, feeling incompetent**… No wonder people resist."

SWITCH

HOW TO CHANGE THINGS
WHEN CHANGE IS HARD

CHIP HEATH & DAN HEATH

THE BESTSELLING AUTHORS OF MADE TO STICK
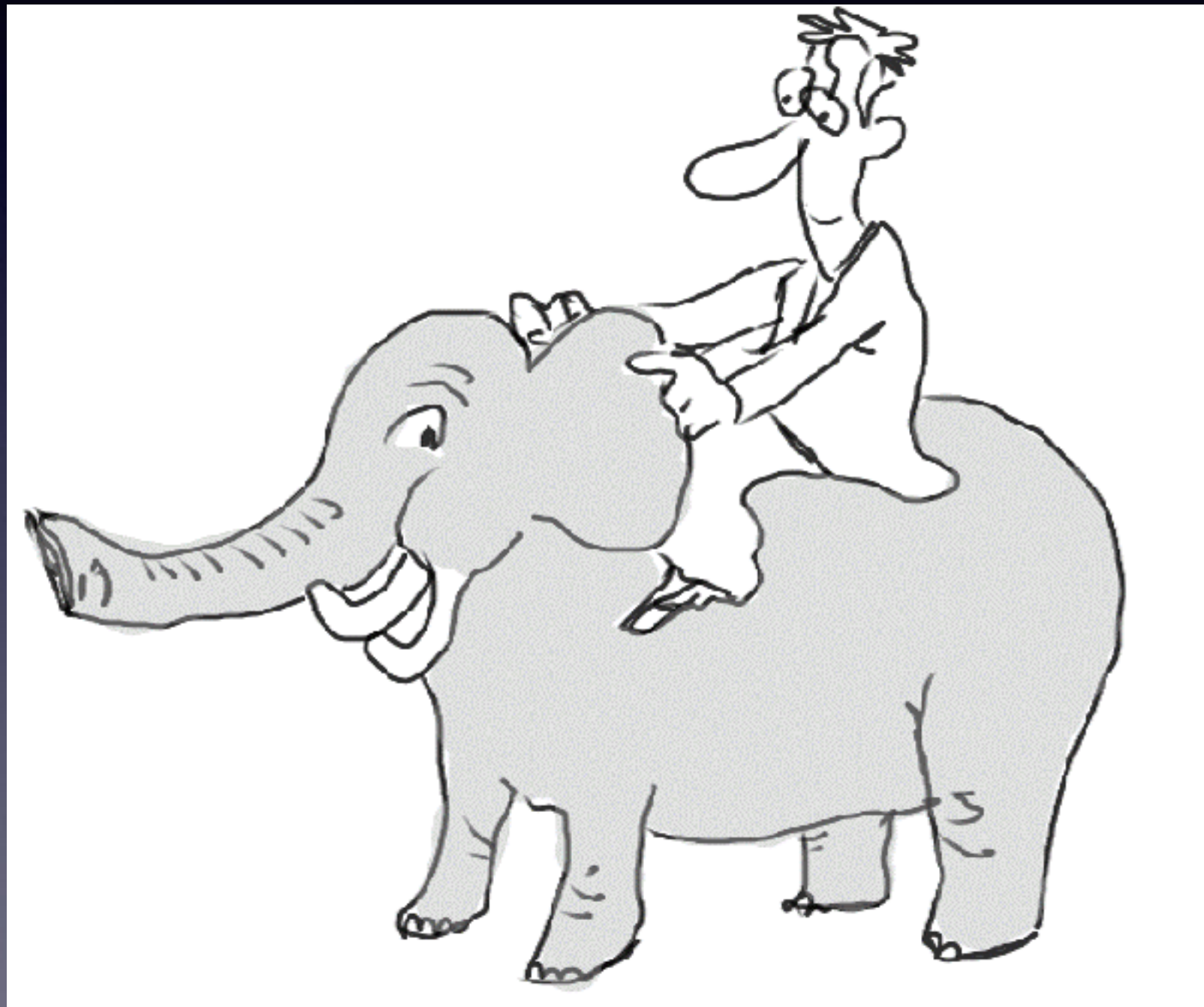
Follow this Link to the Change is Hard Video

https://www.youtube.com/watch?
v=RpiDWeRN4UA

3 Surprises About Change

- People problems may really be *situation problems*

- Laziness may be *exhaustion*

- Resistance may be *lack of clarity*

To create change, whether on a small or large scale, it's important to engage the emotions of those who will be making the change.

The Elephant

Strengths

- Energy
- drive
- instinct
- love
- compassion
- sympathy
- loyalty
- gets things done

Weaknesses

- Lazy,
- skittish
- short-term payoff
- does not respond to the Rider

How to Ride an Elephant….

- Find the Feeling- Tobacco Company

- Shrink the Change- The Five Minute Clean

- Grow Your People- One Minute Praising

In addition, for change to happen, one must also engage the rational, critical minds of those who will be making the change

The Rider

Strengths

- Long-term planning
- direction

Weaknesses

- Overly analytical
- indecisive

Reading	B
Math	F
Science	B
Social Studies	B
English	A
Art	B

How to Direct a Rider

- Follow the Bright Spots

- Script the Critical Moves

- Point to the Destination

It is not enough to apply rational, analytical powers (the "rider") or to appeal to people's emotional, instinctive strengths (the "elephant") Change must also engage the context in which it is happening.

The Path

How to Shape the Path

- Tweak the Environment

- Build Habits

- Rally the Herd

To Review…..

9 Actions for Change

Direct the Rider
- Follow the bright spots
- Script the critical moves
- Point to the destination

Motivate the Elephant
- Find the feeling
- Shrink the change
- Grow your people

Shape the Path
- Tweak the environment
- Build habits
- Rally the herd

- "A long journey starts with a single step"... But a single step doesn't guarantee the long journey.

- Change is not an event, it is a process. And to lead a process requires persistence"

- "Small changes can snowball to big changes"

When change works, it tends to follow a pattern. The people who change have clear direction, ample motivation, and a supportive environment. In other words, when change works, it's because the Rider, the Elephant, and the Path are all aligned in support of the switch."

Your Thoughts…