



Culture Made Simple.

Leading Change

- Recognize behaviors and characteristics which are a part of change
- Develop tools to deal with and lead through change
- Determine ways to deliver a positive message about change

Cars



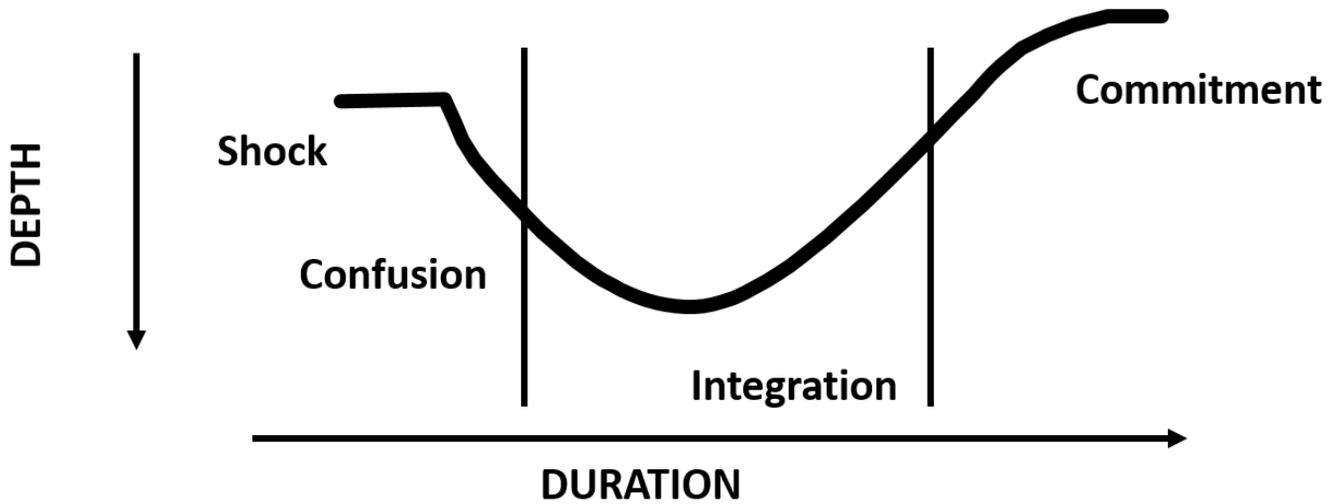
Home Entertainment



Telephones / Communication

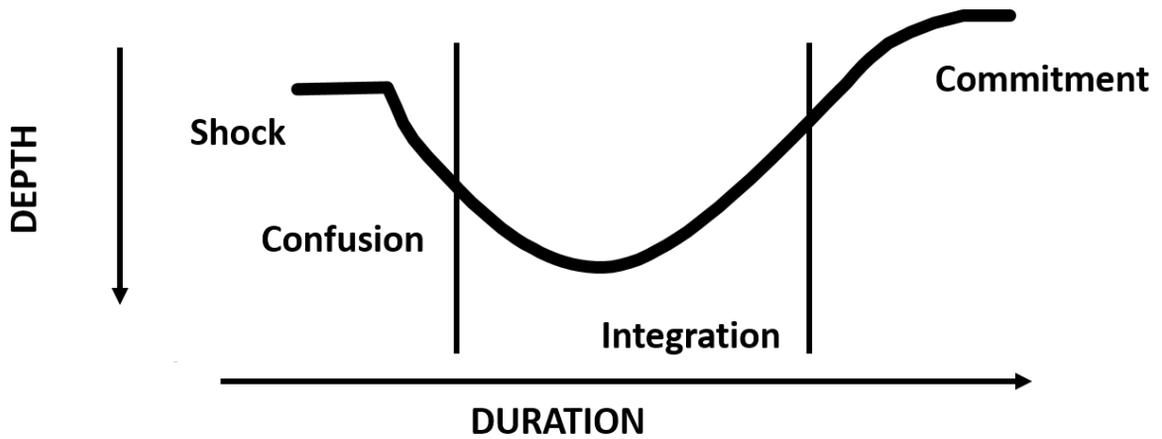


Change is...



“People don’t resist change. They resist being changed!”
Peter Senge

NOTES:



What do people most need at each phase change?

Shock

Commitment

Confusion

Integration

Deny

Resist

Observe

Accept

Embrace

Deny

- Ignoring it
- “It won’t really happen”
- “I will be an exception”
- “It can’t be true – doesn’t make any sense.”

Resist

- Actively Objecting
- Counterproductive behavior
- Refuse to participate
- “No way this will work!”

Observe

- Passive
- Quiet
- Aware but uninvolved
- Reserving judgment

Accept

- Following directives
- May feel little control
- Not fully committed
- “Nothing I can do about it so I’ll just go with the flow”

Embrace

- Proactively looking for ways to integrate changes
- Positive outlook on the future
- Influencing other by championing change
- “This is going to be good – it’s the right thing”



Deny

Resist

Observe

Accept

Embrace

What do I know about the change?

What do I need to know? Who can provide me with the information?

What is intended good of this change?

Deny

Resist

Observe

Accept

Embrace

Control

Influence

No Control



**The Rider,
The Elephant,
& The Path**

DIRECT THE RIDER:

MOTIVATE THE ELEPHANT:

SHAPE THE PATH:



Find the _____ Spots



Script the Critical Moves



Point to the Destination



Find the Feeling



Shrink the Change



Grow your people



Tweak the Environment

Fundamental Attribution Error

Build Habits



Good Habits

Bad habits



Rally the Herd

You want to become a healthier person. How can you SWITCH strategies to set you up for success?

Direct the Rider

Motivate the Elephant

Shape the Path

1. Consider a change you are or will be leading.
2. How can you use the SWITCH strategies to set your change up for greater success?



What's the
Change?

Direct the Rider

Motivate the Elephant

Shape the Path

Reflect on leading change

- What is most important to remember?
- What ideas can be immediately applied?

Remember

Apply