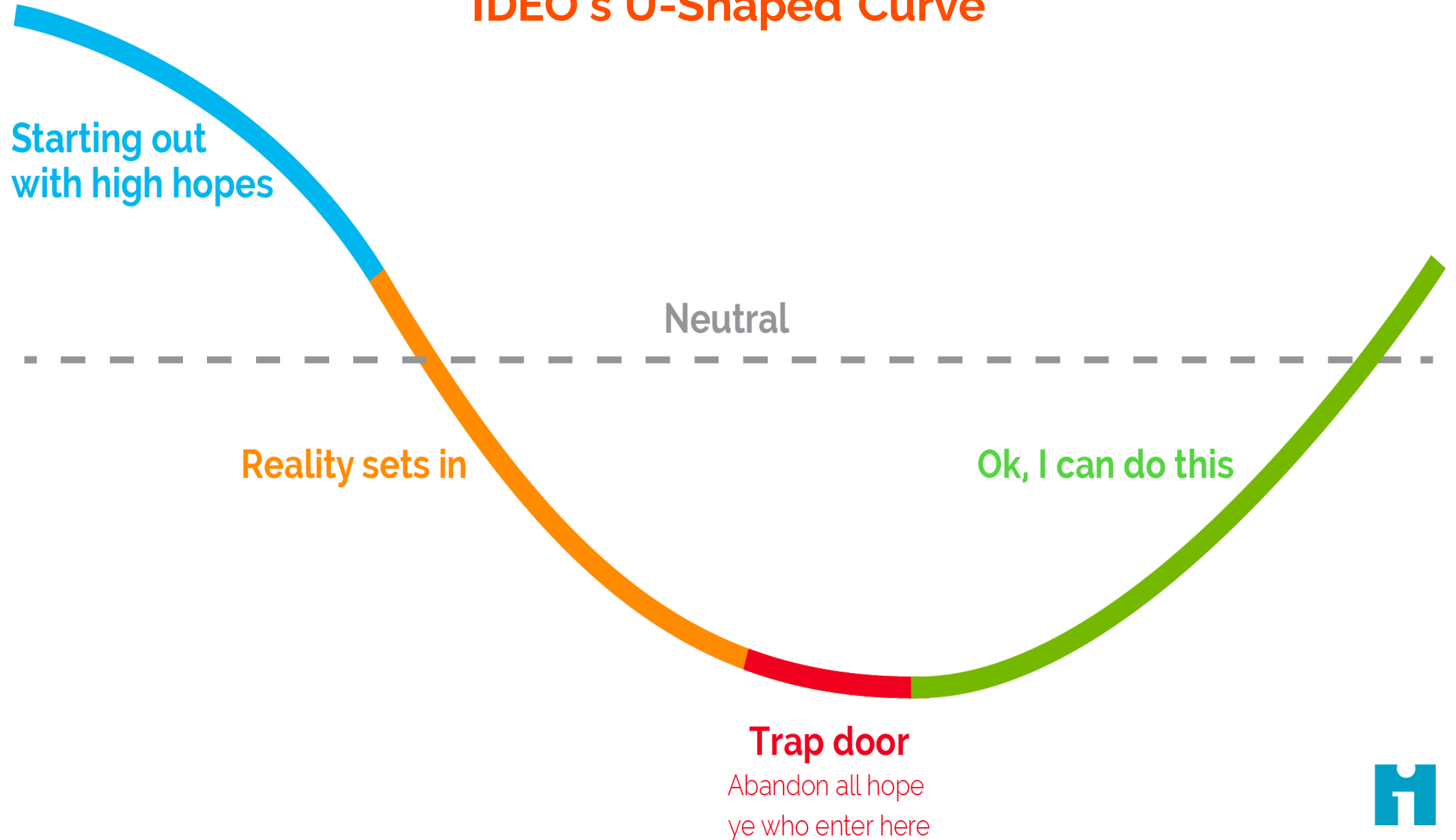


Switch Thinking

How to Lead Change When Change is Hard!

IDEO's U-Shaped Curve



Consider when you successfully made a change. . .

What helped you along?

1.

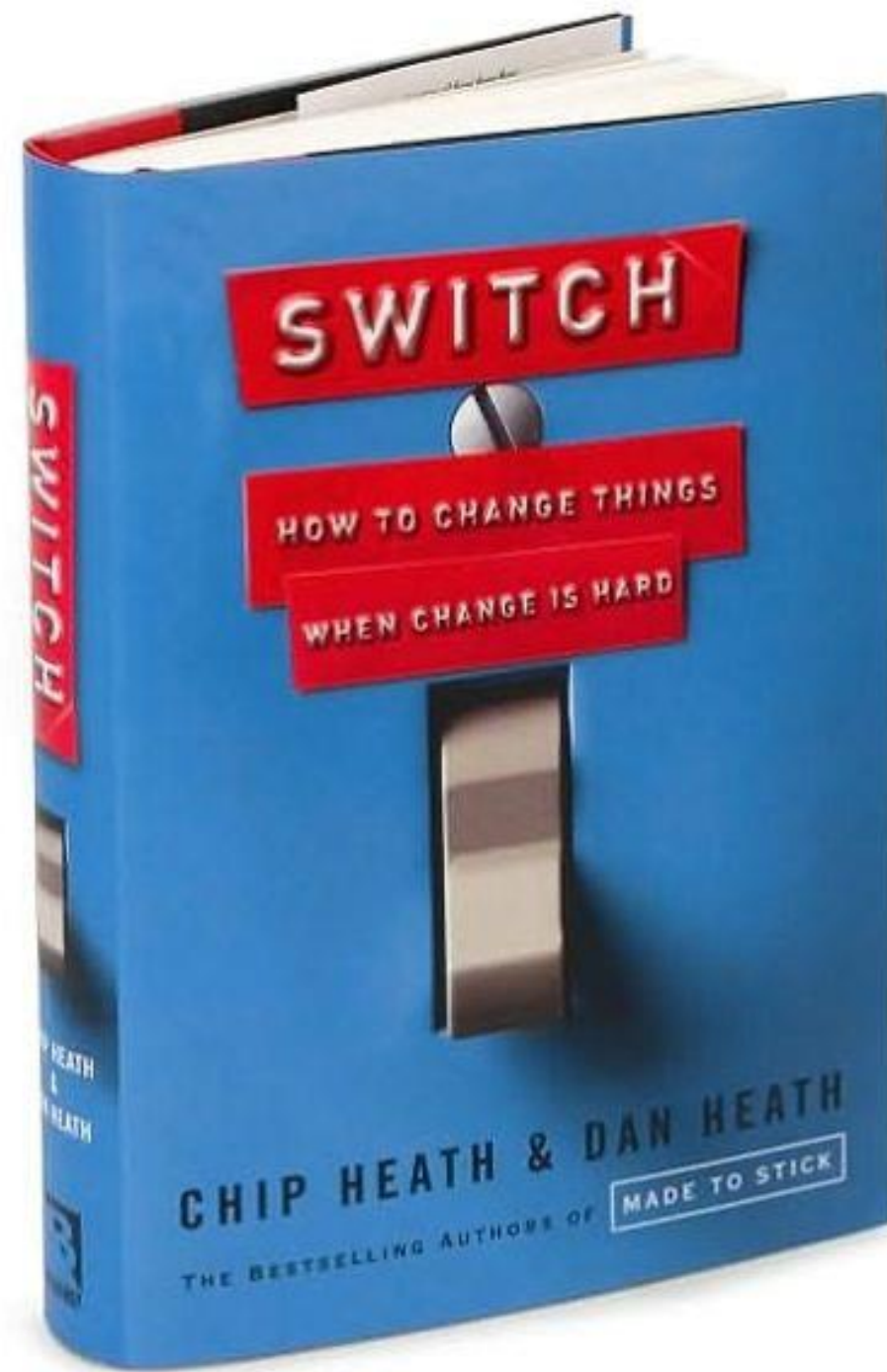
2.

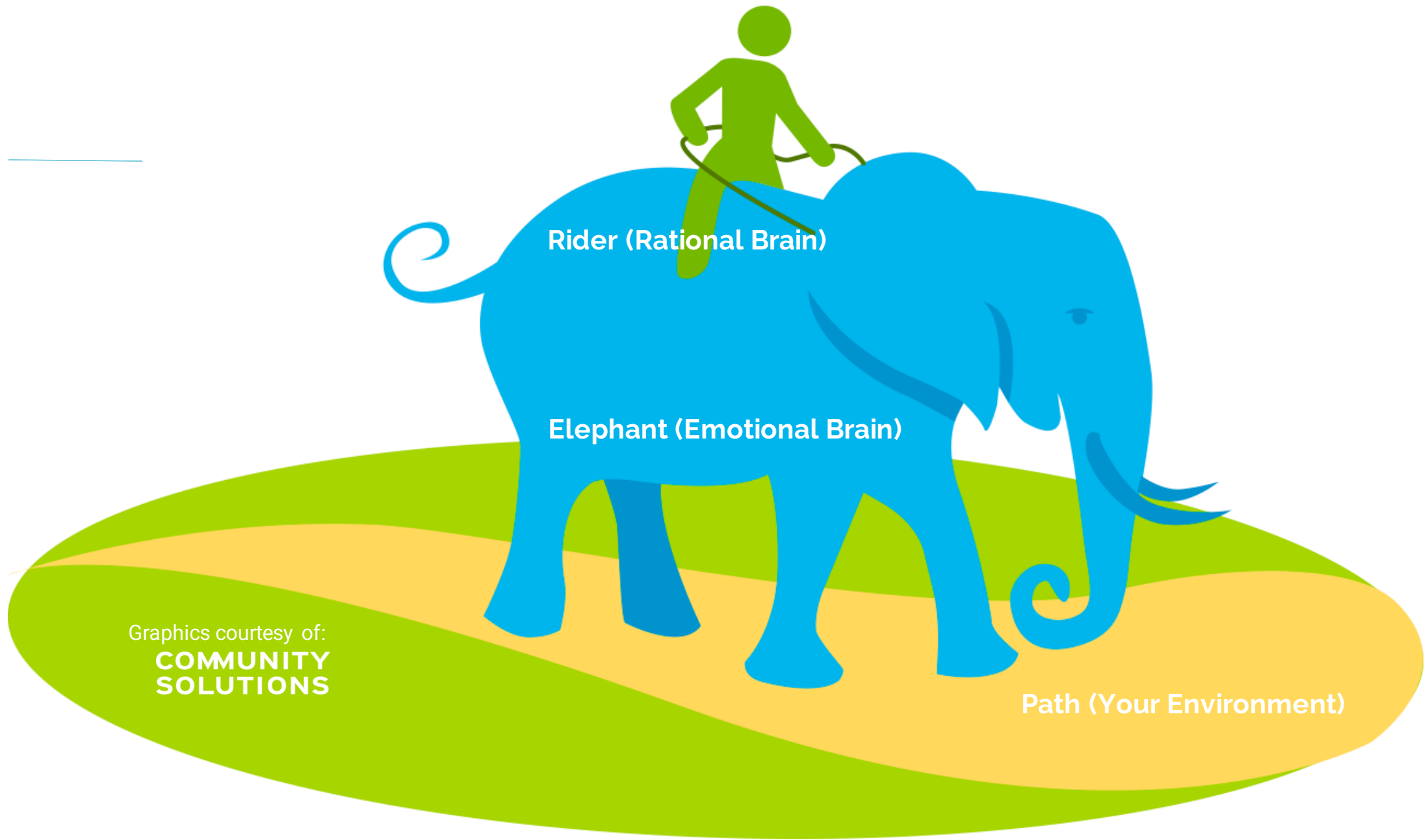
3.



The Switch Framework

heathbrothers.com/books/switch/





Graphics courtesy of:
**COMMUNITY
SOLUTIONS**

Path (Your Environment)

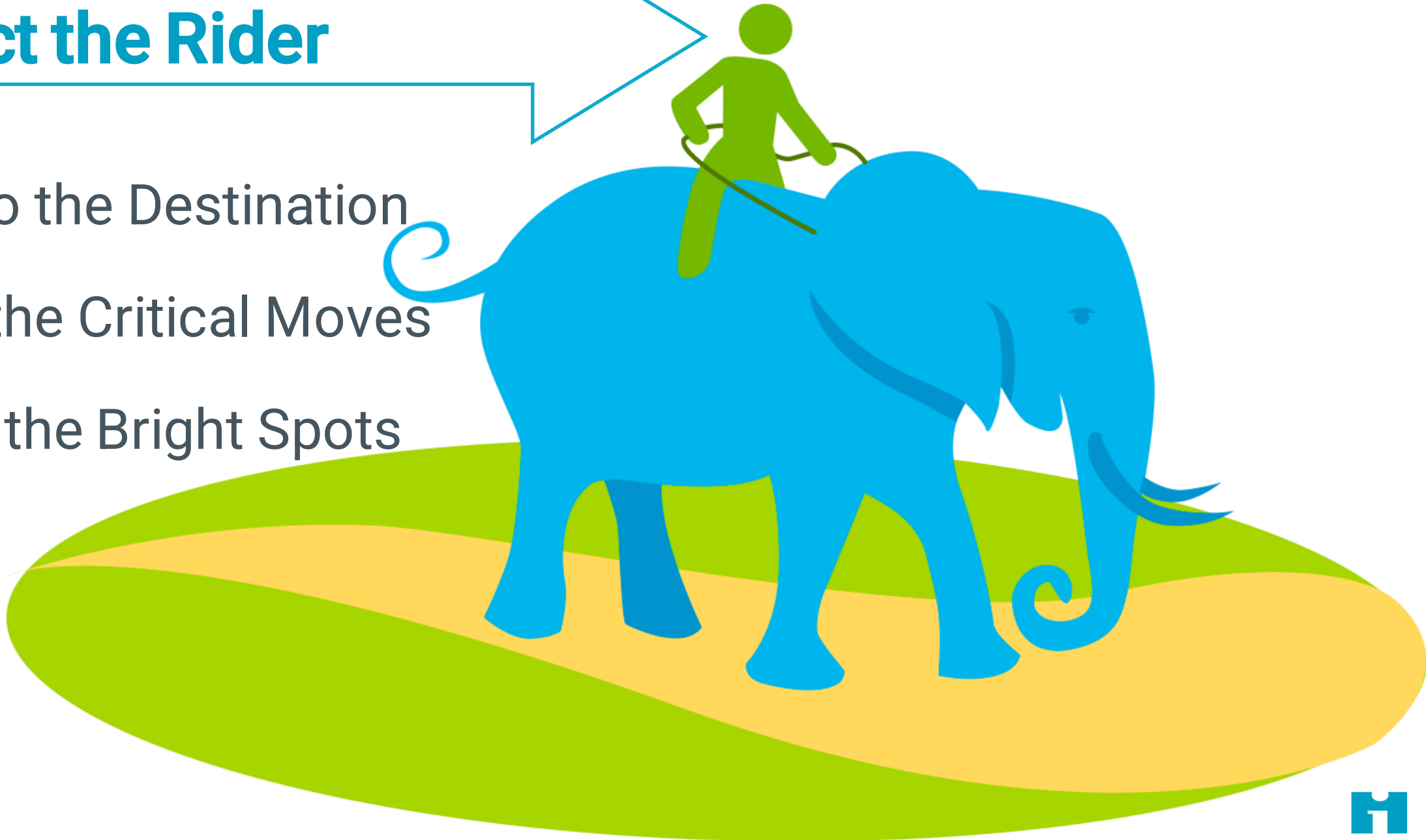


Direct the Rider

Point to the Destination

Script the Critical Moves

Follow the Bright Spots



“Big problems are rarely solved with commensurately big solutions.”

**What's working now and
how can we do more of it?**



The Exception Question

When was the last time you _____?

What was different then?



Find the Feeling

Grow Your People

Shrink the Change

Motivate the Elephant



Shrink the Change by:

1. Bringing the goal line closer
2. Showing them how far they've already come
3. Leveraging the power of small wins





2 month redemption rate

8 punch card

19%

10 punch
card

34%

The background of the entire image is a dense, overlapping collage of US dollar bills. The bills are of various denominations, including \$1, \$2, \$5, \$10, and \$100. They are scattered across the frame, creating a textured, financial backdrop. The colors range from the green of the \$1 and \$100 bills to the blue and purple of the \$2 and \$5 bills.

Debt Snowball

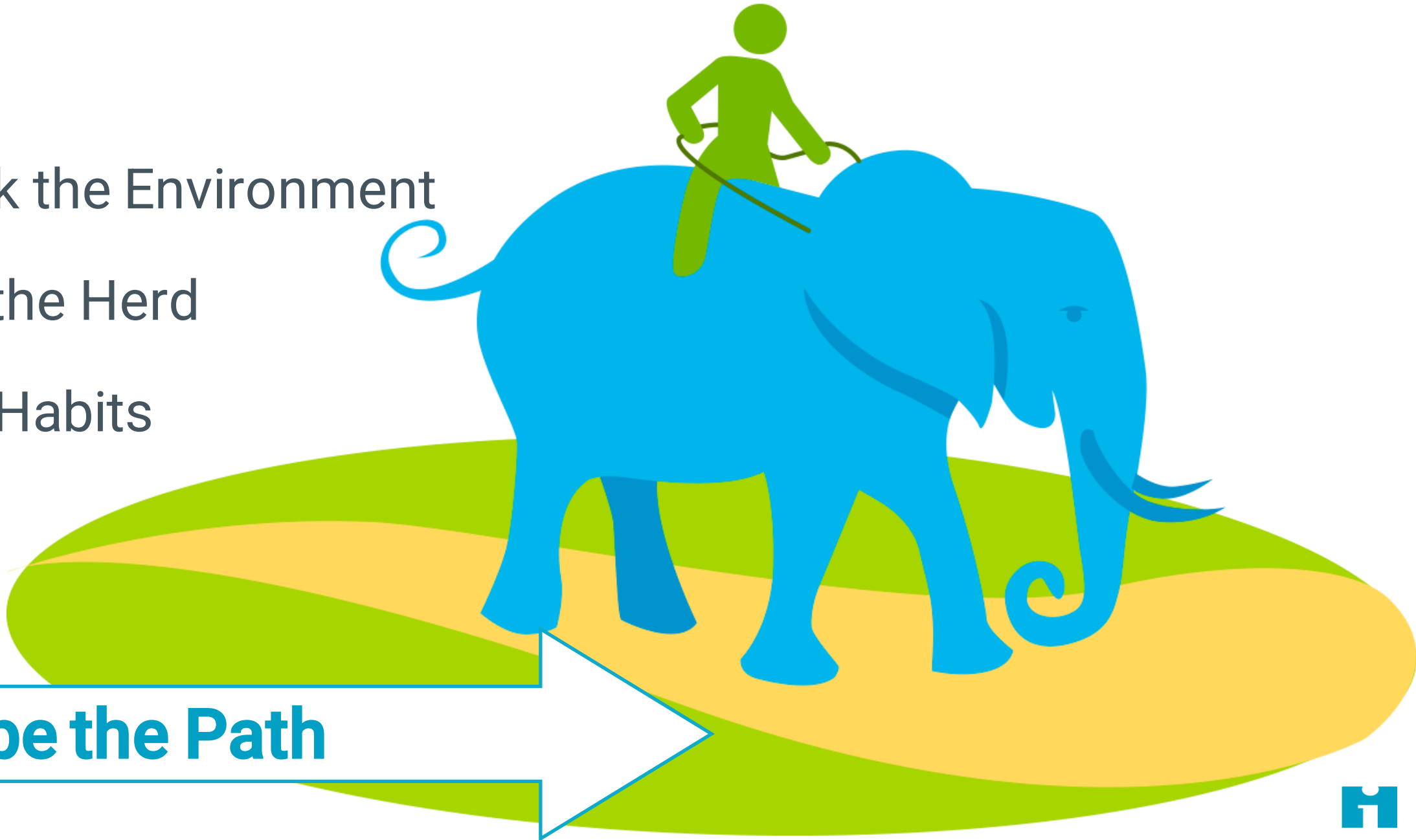
“When you engineer early successes, what you’re really doing is engineering hope.”

Tweak the Environment

Rally the Herd

Build Habits

Shape the Path



“Habits are in essence **behavioral autopilot**. They allow lots of behaviors to happen **without** the Rider **taking charge**.”



Control Group

Extra credit if they submitted a report about how they spent Christmas Eve by December 26th

33%

Study Group

Same invite, but had to note in advance exactly where and when they would write the report

75%

Action Triggers and Habit Stacking

- Pre-loading a decision
- No cycle of conscious deliberation
- Saves the Rider's self-control
- Helps people do what they know they should
- Not enough to overcome an identity conflict



Switch in 16 Minutes Video

Which parts of the framework
feel most comfortable or
most challenging to you?



Your Turn!

1. Record the situation, goal and audience
2. Brainstorm strategies for all 3 columns
3. Select a spokesperson





Please evaluate this session!

Aim your phone's camera at the screen, click this QR code, and a short survey will open. Thanks for helping us improve.

