



# Making a Switch

IN TIMES OF CHANGE

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What 3 changes are  
most impacting you  
right now?



# One Fear To Rule Them All

Fear of the **unknown** is becoming more prominent in our lives as we experience a high amount of change in our:

- Work lives
- Home lives
- Society



Carleton, N. (2016). Fear of the Unknown: One fear to rule them all?

# Learning Objectives

By the end of the session, you will:

1

Learn why change fatigue is so prominent today in the workplace

2

Explore some of the neurological reasons why change is hard

3

Reflect on ways you can switch your thinking and actions to break through barriers to change

4

Develop some actions to take in your own life to navigate constant change



Bridges, W. (2003). *Managing Transitions, Making the Most of Change*. 2<sup>nd</sup> ed.

## In The Neutral Zone

"It's not so much that we're afraid of change or so in love with the old ways, but it's that place in between that we fear....It's like being between trapezes. It's Linus when his blanket is in the dryer. There's nothing to hold on to." - Marilyn Ferguson, American Futurist

# Making the Transition Easier



Directing the rider



Motivating the elephant



Shaping the path

# Where Do You Get Stuck?



Directing the rider



Motivating the elephant



Shaping the path



# The Rider

Our brains:

- Become paralyzed by choice
- Are biased towards negativity

What looks like resistance is usually a lack of clarity and direction.







How can you remove  
some of the ambiguity  
from the change and  
provide crystal clear  
direction?



# Directing The Rider

## To make a switch:

Provide crystal clear direction

- 1 Find the bright spots
- 2 Create a destination postcard
- 3 Script the critical moves



# The Elephant

Our brains are:

- Hypervigilant to threats
- Wired to seek the quick pay off (ice cream) over the long-term gain (being fit)
- Averse to loss





How can you feel the  
need for change?  
How will you feed your  
elephant?



# Motivating The Elephant

## To make a switch:

Feel the need for change

4 Find the feeling  
(flip the script)

5 Reward yourself

6 Shrink the  
change



# The Path

Our brains are:

- Are wired to maintain the status quo
- Become tired when creating new neural pathways (what looks like laziness is often exhaustion)

What looks like a people problem is *often a situation problem.*





How can you make it  
easier to follow the path?  
What obstacles can you  
remove?

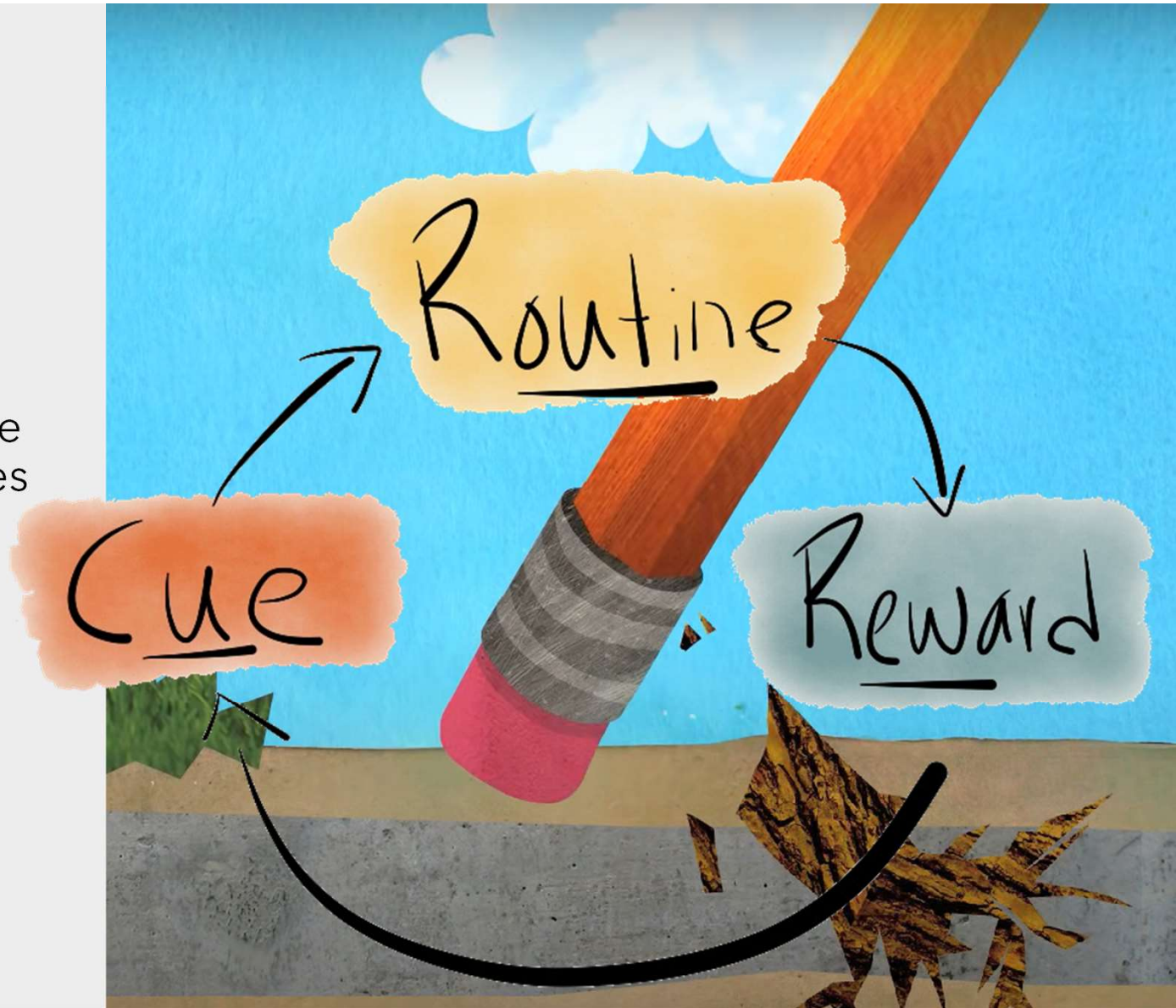


# Shaping The Path

## To make a switch:

Make it easier to follow the path and remove obstacles

- 7 Tweak the environment
- 8 Build habits
- 9 Rally the herd







What's 1 thing you  
are going to switch in  
the next 48 hours?



# Resources

Chip and Dan Heath, *Switch: How to change things when change is hard* (2010)

William Bridges, *Managing Transitions: Making the Most of Change*, 2<sup>nd</sup> ed. (2003)

BJ Fogg, *Tiny Habits: The small changes that change everything* (2020)

Danaan Perry, *Warriors of the Heart*, "The Parable of the Trapeze" (1997)

Daniel J. Levitin, *The Organized Mind: Thinking Straight in the Age of Information Overload* (2014)

Video and pictures clips: [behavior.rare.org/](http://behavior.rare.org/)

Bonus: [woopmylife.org/](http://woopmylife.org/)

