SWITCH CHANGE FRAMEWORK WORKSHEET

Direct the Rider

1.Point to the Destination

Make sure you know what the end goal of the change is

What is your destination?

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2. Find the Bright Spots

Change is difficult because we dont know what to change to replicate success

List successes that you can replicate

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3. Script the Critical Moves

Make sure everyone knows how to change

List how you scripted the moves

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Motivate the Elephant

4. Find the Feeling

You can't analyse change exactly, but you must instead feel excited about change

List ideas for creating excitement

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5. Shrink Change

Make the change easier by making many smaller goals to achieve

List the small milestones to achieve

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5. Grow your People

Appeal to an identity that makes people feel strong and competent.

List how you will train and develop your people

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Shape the Path

7. Tweak the Environment

Make the path to success smoother instead of blaming people

List how you can tweak the environment

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8. Build Habits

Make the change habitual so there is less conflict

List how you will build habits

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9. Rally the Herd

Make sure everyone is onboard with the change because, otherwise, they may follow others.

List how you will rally people around the change

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Switch - Chip and Dan Heath

amplified group