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organizational,
and societal.

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to help your
brother beat his
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addiction. Maybe
you need your
team at work to
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it focuses on
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place – not the
people.

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when change is
hard. We'll
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at every level--
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and societal.

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Maybe you want to help your brother beat his gambling addiction. Maybe you need your team at work to act more frugally because of market conditions.

Maybe you wish more of your neighbors would

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of Business at
Stanford
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Dan is a Senior
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Switch shows
that successful
changes follow a
pattern, a
pattern you can
use to make the
changes that

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matter to you,
whether your
interest is in
changing the
world or
changing your
waistline.

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change in our
companies,
communities and
our own can be
hard, because of
inherent

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conflict in our minds. In "Switch: How to Change Things when Change is Hard", the Heath Brothers show us a 3-part framework that can help us to achieve desired change – at individual, organizational

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and societal
levels – with
significant
results.

Switch: How to
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When Change Is
Hard by Heath

...

9 steps to make
the switch and
implement change
when change is

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Change Things
hard Find the
bright spots –
Investigate
what's already
working and
clone it. Script
the critical
moves – Provide
crystal clear
guidance with
specific
behaviors. Point
to the
destination –

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Know where
you're going and
why it's worth
it.

Book Summary -
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when Change is

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Chapter 11: Keep
the Switch Going
Recognize and
celebrate your

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first step on
the path to
change. Set a
behavioral
destination and
then use "approx
imations,"
rewarding each
tiny step
toward...

Reinforcement is
the key to
getting past the
first step on

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Learning to find
bright spots,
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