

# CCMI

Centre *for* Collaboration  
Motivation & Innovation

BAP Community of Practice  
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## WHAT DOES THE RIDER, THE ELEPHANT AND THE PATH HAVE TO DO WITH CHANGE?

### FACES OF CHANGE



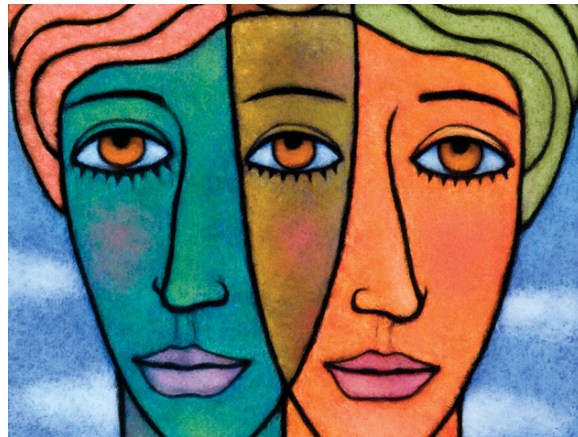
## SETTING THE STAGE

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- › We are all experts in change!
- › Social changes
- › Organizational changes
- › Personal changes



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### OF TWO MINDS

art by P. Theo

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**A STORY ABOUT CHANGE**

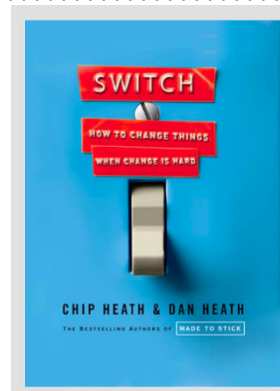
Georgina riding an elephant in India

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Jonathan Haidt, *The Happiness Hypothesis* as told in *Switch*, by Chip and Dan Heath

**SWITCH** HOW TO CHANGE THINGS WHEN CHANGE IS HARD

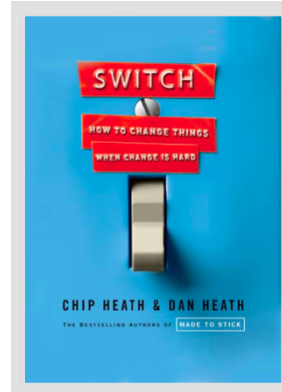
- > Direct the Rider
- > Motivate the Elephant
- > Shape the Path



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## “SWITCH: HOW TO CHANGE THINGS WHEN CHANGE IS HARD”

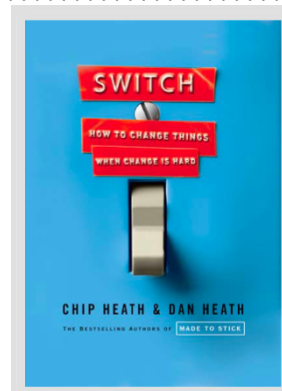
- › Direct the Rider
  - › Find the bright spots
  - › Script the critical moves
  - › Point to the destination
- › Motivate the Elephant
- › Shape the Path



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## “SWITCH: HOW TO CHANGE THINGS WHEN CHANGE IS HARD”

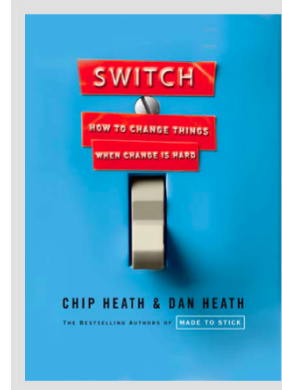
- › Direct the Rider
- › Motivate the Elephant
  - › Find the feeling
  - › Shrink the change
  - › Grow your people
- › Shape the Path



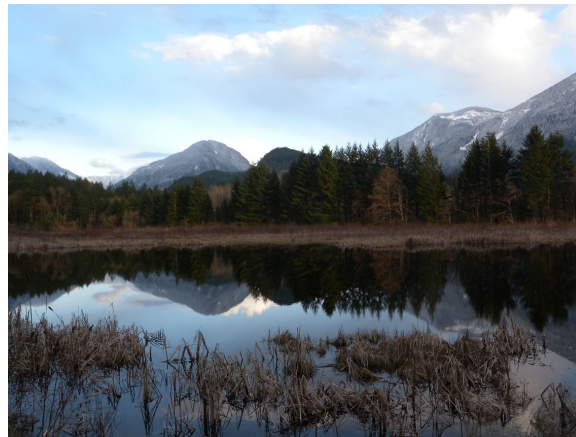
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## “SWITCH: HOW TO CHANGE THINGS WHEN CHANGE IS HARD”

- › Direct the Rider
- › Motivate the Elephant
- › Shape the Path
  - › Tweak the environment
  - › Build habits
  - › Rally the herd



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### REFLECTIONS

Thacker Marsh, Hope BC by C Davis

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