

GETABSTRACT REVIEW OF

Switch

How to Change Things When Change Is Hard

Get to know your Elephant and your Rider.

In almost any context, change can be a complex and challenging thing. It requires clear direction, emotional engagement, and a conducive environment.

In *Switch: How to Change Things When Change is Hard*, authors Chip Heath and Dan Heath offer a memorable metaphor – “the Elephant and the Rider” – to explain the need to appeal to both emotions and logic when motivating change. Success in change comes when both the rider and the elephant are aligned toward the same goal.

STEP 1

Have your team read the [getAbstract summary](#).

STEP 2

Schedule a team meeting to discuss the questions below.

STEP 3

Have a discussion with your team.

Discussion Questions

1. How do the authors differentiate between what the rider (rational mind) can control and what the elephant (emotional mind) can influence in the process of change?
2. What are the risks of focusing too much on the rider and neglecting the elephant when trying to implement change?
3. What strategies can be used to motivate the elephant without overwhelming the rider? Can you share a real-world example where emotional motivation was key to implementing change?
4. The authors suggest that what looks like resistance is often a lack of clarity. How can leaders provide clarity to facilitate change?
5. What techniques can organizations use to ensure that changes stick and do not revert to old habits?

“To change someone’s behavior, you’ve got to change that person’s situation.”

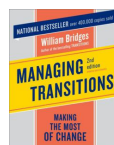
Switch

Chip Heath and Dan Heath

Additional resources



Change Management



Managing Transitions



Persistence Is Key