

# Switch Change Framework

Use the framework as a guide and list how you will address elements of your change process.

Direct the Rider	Motivate the Elephant	Shape the Path
Find Bright Spots	Find the Feeling	Tweak the Environment
Change is difficult because we don't know what to change to. Replicate Successes.	You can't analyze change exactly, but you must instead feel excited about change.	Make the path to success smoother instead of blaming people.
<ul style="list-style-type: none"> <li>List successes to replicate</li> <li></li> <li></li> </ul>	<ul style="list-style-type: none"> <li>List ideas for creating excitement</li> <li></li> <li></li> </ul>	<ul style="list-style-type: none"> <li>List ways to tweak the environment</li> <li></li> <li></li> </ul>
Script Critical Moves	Shrink Change	Build Habits
Make sure everyone knows how to change.	Make the change easier by making smaller goals to achieve.	Make the change habitual so there is less conflict.
<ul style="list-style-type: none"> <li>List how you will help people move toward change</li> <li></li> <li></li> </ul>	<ul style="list-style-type: none"> <li>List how you will shrink the larger change into smaller pieces</li> <li></li> <li></li> </ul>	<ul style="list-style-type: none"> <li>List how you will build habits</li> <li></li> <li></li> </ul>
Point to Destination	Grow Your People	Rally the Herd
Make sure you know what the end goal of change is.	Appeal to an identity that makes people feel strong and competent.	Make sure everyone is onboard with the change because otherwise, they may follow others.
<ul style="list-style-type: none"> <li>List your destination and how you will point to it</li> <li></li> <li></li> </ul>	<ul style="list-style-type: none"> <li>List how you will train and develop people</li> <li></li> <li></li> </ul>	<ul style="list-style-type: none"> <li>List how you will rally people around the change</li> <li></li> <li></li> </ul>