

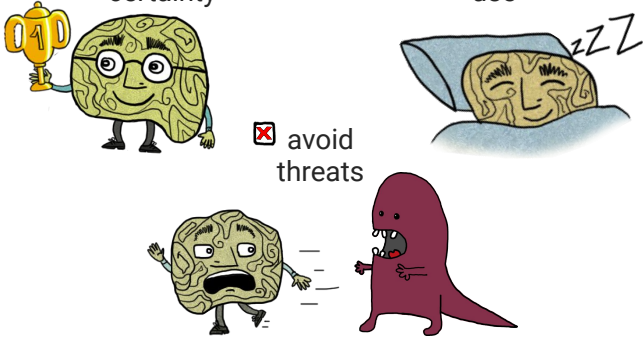
Why do brains hate CHANGE?

Brains are naturally evolved to:

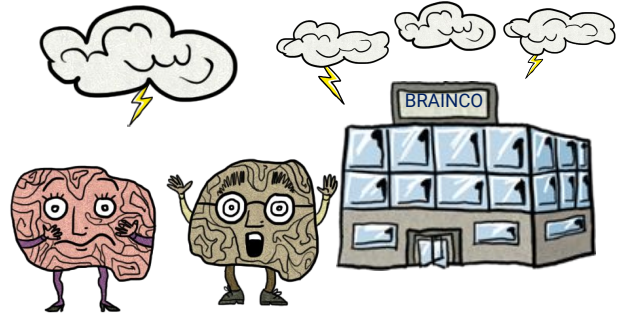
✓ seek rewards & certainty

✓ minimize their energy use

✗ avoid threats



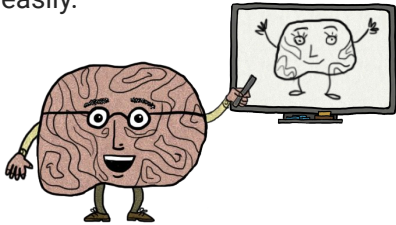
When brains find themselves inside organizations that are about to undergo CHANGE, their worst fears seem to have all come at once!



Six tips for leading brain-friendly change:

Normalize resistance to change.

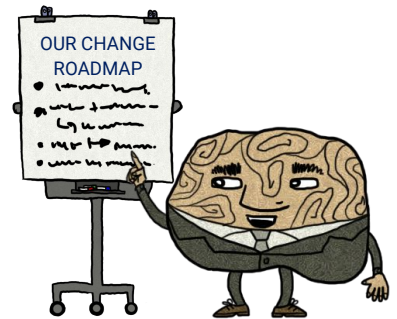
Explain that although our brains are naturally wired to resist change, we can take steps to help brains make changes more easily.



Brains take action when perceived rewards are greater than perceived threats.

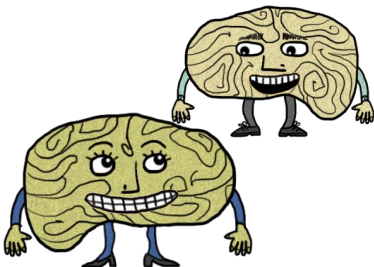


So invite everyone affected to explore the benefits of the change.



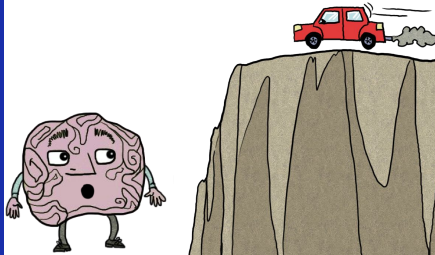
As best is possible, meet brains' need for certainty throughout the change process.

Emotions are contagious.



Lead change with excitement & enthusiasm.

While some brains are more reward-focused, you will need to clearly explain the risks of NOT changing to those brains that are more threat-oriented.



Brains love to celebrate! Recognize progress and wins as the change is underway.

