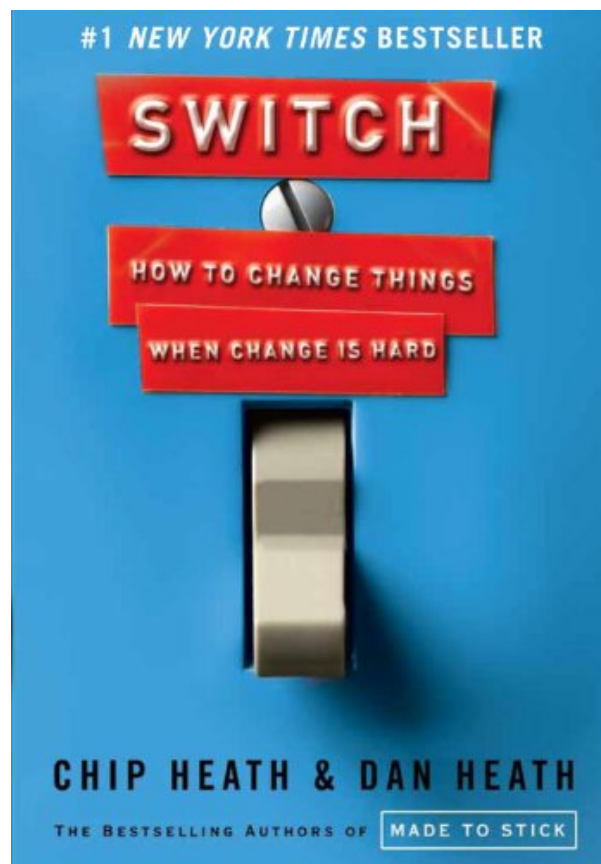


SWITCH: HOW TO CHANGE THINGS WHEN CHANGE IS HARD. BY CHIP HEATH, DAN HEATH BY CHIP HEATH



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#1 *NEW YORK TIMES* BESTSELLER

SWITCH

HOW TO CHANGE THINGS

WHEN CHANGE IS HARD

CHIP HEATH & DAN HEATH

THE BESTSELLING AUTHORS OF **MADE TO STICK**

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Amazon.com Review

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(Photo © Amy Surdacki)

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Why is it so hard to make lasting changes in our companies, in our communities, and in our own lives?

The primary obstacle is a conflict that's built into our brains, say Chip and Dan Heath, authors of the critically acclaimed bestseller *Made to Stick*. Psychologists have discovered that our minds are ruled by two different systems—the rational mind and the emotional mind—that compete for control. The rational mind wants a great beach body; the emotional mind wants that Oreo cookie. The rational mind wants to change something at work; the emotional mind loves the comfort of the existing routine. This tension can doom a change effort—but if it is overcome, change can come quickly.

In *Switch*, the Heaths show how everyday people—employees and managers, parents and nurses—have united both minds and, as a result, achieved dramatic results:

- The lowly medical interns who managed to defeat an entrenched, decades-old medical practice that was endangering patients.
- The home-organizing guru who developed a simple technique for overcoming the dread of housekeeping.
- The manager who transformed a lackadaisical customer-support team into service zealots by removing a standard tool of customer service

In a compelling, story-driven narrative, the Heaths bring together decades of counterintuitive research in psychology, sociology, and other fields to shed new light on how we can effect transformative change. *Switch* shows that successful changes follow a pattern, a pattern you can use to make the changes that matter to you, whether your interest is in changing the world or changing your waistline.

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- Published on: 2011
- Original language: English
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- Dimensions: 8.00" h x .70" w x 5.20" l, .55 pounds
- Binding: Paperback

Amazon.com Review

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Most helpful customer reviews

2 of 2 people found the following review helpful.

John Kotter and Dan Cohen – facilitates great conversations and brings forth profound questions and insight into ...

By Tony D. Purkal

Chip and Dan Heath's *Switch* – although a more superfluous exploration of change management than the more scholarly pieces on the subject by Dr. John Kotter and Dan Cohen – facilitates great conversations and brings forth profound questions and insight into the emotional dimension of change management. Instead of focusing on “people problems” so agonized over by Dan Cohen in his *The Heart of Change*, *Switch* offers provocative narratives that instill a more practical and wholesome approach to change management that “puts feelings first.” “Finding bright spots,” “shaping the path” and “creating new habits” are Chip and Dan Heath's well-contextualized reiterations of the aforementioned scholars' approaches to change management. More useful are the mobilization and strategy concepts offered in *Switch*: “scripting critical moves” and “people versus situation problems.” These two concepts are what resonate most resoundingly in Chip and Dan Heath's case akin to Peter Drucker's “culture eats strategy for breakfast” approach to resolving barriers to change.

2 of 2 people found the following review helpful.

This book delivers: how to really make change happen

By Sue Allen Clayton

There is no doubt that change is hard, but this book actually explains how to make change occur. It covers how to make changes even when people don't see the need to change, don't believe change will work, or agree change is required but aren't making any progress toward changing.

The book begins by explaining why change is so hard. The reason is that we have rational and emotional minds that have different objectives. While my rational mind knows that I should be at the gym, for instance, my emotional mind says it's okay to watch TV and eat potato chips. The authors describe how change happens and many strategies to make change occur.

The strength of the book is its wide variety of examples. They changes include personal (exercising more), education (getting kids to class on time), family (keeping the house clean), corporate (improving innovation and reducing injuries), medical (reducing medication errors in hospitals) and social change (saving a

species). Each strategy comes with many examples. The book also includes case studies so that you can apply the methodologies to your own life.

This is one of my all-time favorite books. It will help you understand why change hasn't occurred and how to make it happen.

2 of 2 people found the following review helpful.

Good Read!

By Amazon Customer

The book *Switch: How To Change Things When Change Is Hard*, was a really good book! The book has three main concepts that are addressed: Directing the Rider, Motivating the Elephant, and Shaping the Path. By addressing the following concepts, change should be easier to accomplish. The Rider refers to a person's logical side of thinking. This concept suggests that to encourage change, one needs to eliminate ambiguity. This concept is broken down into 3 sections: identify bright spots, scripting critical moves and pointing to the destination. Motivate the Elephant- The elephant refers to a person's emotional side. There are three concepts discussed to activate the elephant: Find the feeling, shrink the change, and grow your people. Shape the Path: "What looks like the problem is often a situational problem." The path is the environment or situations that are involved with a change. This was a really good read with many excellent examples throughout. I highly recommend this book.

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