

Enacting

Change

If you could
change
anything

**Are you
succeeding?**

@toddkaufman

Fear

Embrace

Enact

Change is

HARD





[flickr.com/glaciertim](https://www.flickr.com/photos/glaciertim/)





Josie King



PREVENTABLE

Change Agent #1

Dr Don Berwick

100,000 lives

100,000 lives

June 14, 2006

100,000 lives
June 14, 2006
at 9am

122,300 lives

June 14, 2006

at 9am

Move the Elephant

Direct the Rider

**Behavior is
Contagious**



Change Agent #2

Dr Jerry Sternin

2,200,000

Follow the Bright Spots

Script the Critical Moves

Leverage Peer Pressure



Change Agent #3

Dr Todd Kaufman

can't

TUE	WED	THU	FRI	SAT	SUN	SU
					4 @ 8:35	
3 @ 8:06	2.5 m total, 5x400 @ 7:30 TM	3 @ 9:09	Rest	3 @ 9:30	5 @ 9:22	
3 @ 8:04	3.46 m @ 8:41	3 @ 9:01	Rest	3 @ 9:00	6 @ 10:00 TM	
3.5 @ 9:01	3 m total, 6x400 @ 7:30 TM	3 @ 8:11	Rest	5-K @ 23:18	Rest	
3.5 @ 9:03	4 m @8:58	Rest	3 @ 8:21	3 @ 8:26	7 @ 9:30	
4 @ 8:50	5 m total, 7x400 @ 6:30	3 @ 8:11	Rest	3 @ 7:50	8 @ 9:37	
4.09 @ 9:29	Rest	Rest	4.31 @ 9:16	3 @ 7:36	6.25 @ 8:28	
4.5 @ 8:36	4m total, 8x400 @ 6:30	3 @ 7:46	Rest	4 @ 8:37	9 @ 9:17	
4.5 @ 8:11	4.5 m @ 8:53	3 @ 7:37	Rest	Rest	5 @ 8:49	
5 @ 8:30	4.5 total, 9x400 @ 7:30	4 @ 7:52	Rest	5 @ 8:05	11 @ 9:21	
4 @ 7:58	3.43 @ 8:44	2 @ 7:46	Rest	Rest	13.1 @ 8:21	
Rest	5 @ 8:38	5 total, 10x400 @ 6:20	Rest	3 @ 7:45	9.3 @ 9:30	
5 @ 8:41	Rest	3 @ 8:08	3 @ 8:08	5 @ 9:03	12 @ 9:36	
3 @ 7:46 TM	5 @ 8:28	3 @ 10 TM	Rest	4.7 @ 9:30	10.3 @ 9:15	
3 @ 7:53	5 @ 7:56	3 @ 7:12	Rest	5 @ 8:03	11 @ 9:06	
3 @ 8:33	6 @ 10:00 TM	3 @ 7:44	Rest	6 @ 10:00 TM	8 @ 9:13	
3 @ 9:00 TM	6 @ 8:01	3 @ 7:32	Rest	6 @ 8:31	13 @ 8:31	
3 @ 10 TM	7 @ 7:59	3 @ 7:40	Rest	7 @ 10 TM	7 @ 10 TM	
7 @ 8:33	5 @ 8:28	3 @ 7:42	Rest	Rest	13.1 @ 7:52	
3 @ 8:17	8 m run	3m	Rest	7 m pace	10	
4 @ 8:01	4 @ 7:50	8 @ 8:52	14 @ 9:12	4 @ 9 TM		
4 @ 8:22	9 @ 9:16	4 @ 8:51	Rest	9 @ 9:21	16 @ 9:38	
4 @ 7:33	9 @ 8:12	4 @ 10 TM	Rest	9 @ 10 TM	18 @ 9:13	
5 @ 10 TM	10 @ 8:51	5 @ 7:43	Rest	10 @ 8:46	20 @ 9:55	
5 @ 10 TM	6 @ 8:13	5 @ 8:08	Rest	6 @ 8:31	12	
5 @ 8:56	10 @ 9:33	5 @ 8:32	Rest	10 @ 8:54	20 @ 9:24	
5 @ 8:07	6 @ 10 TM	5 @ 7:54	Rest	6 @ 8:10	12 @ 10 TM	
5 @ 10 TM	10 m run	5 @ 10 TM	Rest	10 @ 9:14	19 @ 9:33	
5 @ 10 TM	8 @ 8:52	5 @ 10 TM	Rest	4 @ 10 TM	12	
4 @ 10 TM	6 @ 10 TM	4 @ 10 TM	Rest	4 @ 7:30	8 @ 8:02	
3 m run	4 m run	Rest	Rest	Half Marathon	Marathon	

**Make Change
Small**

**Behavior
not Outcomes**



Change Agent #4

Dr Don Hopkins

3,500,000
cases in 1986

**542 cases in
2012**

Positive Deviance

Make Change Native

Solidarity

Visibility



Change Agent #5

Dr Mimi Silbert

7 in 10

98%

**Context not
People**

**Behavior is
Contagious**

Focus

Summary

Elephant

**"what looks like
laziness is often
exhaustion"**

Find the Feeling

Find the Feeling

Shrink the Change

Rider

**"Resistance is
often lack of
clarity"**

Script Critical Moves

Script Critical Moves

Behavior not Outcomes

Script Critical Moves

Behavior not Outcomes

No Wiggle Goals

Path

**"What looks like a
people problem is often
a situation problem"**

Make Change Native

Make Change Native

Foster Solidarity

Make Change Native

Foster Solidarity

Make Change Visible

Change Agent #6

You

SWITCH

HOW TO CHANGE THINGS

WHEN CHANGE IS HARD



CHIP HEATH & DAN HEATH

THE BESTSELLING AUTHORS OF **MADE TO STICK**

New York Times Bestseller

From the authors of
Special conversations

Influencer?

Are You An Influencer?

Influencer

The
Power
To Change
Anything

Are You An

Influencer?

Are You An

Are You An Influencer?

Kerry Patterson • Joseph Grenny
David Maxfield • Ron McMillan • Al Switzler

NEW YORK TIMES BESTSELLER

"Provocative and fascinating." —MALCOLM GLADWELL

Daniel H. Pink

author of *A Whole New Mind*

DRIVE

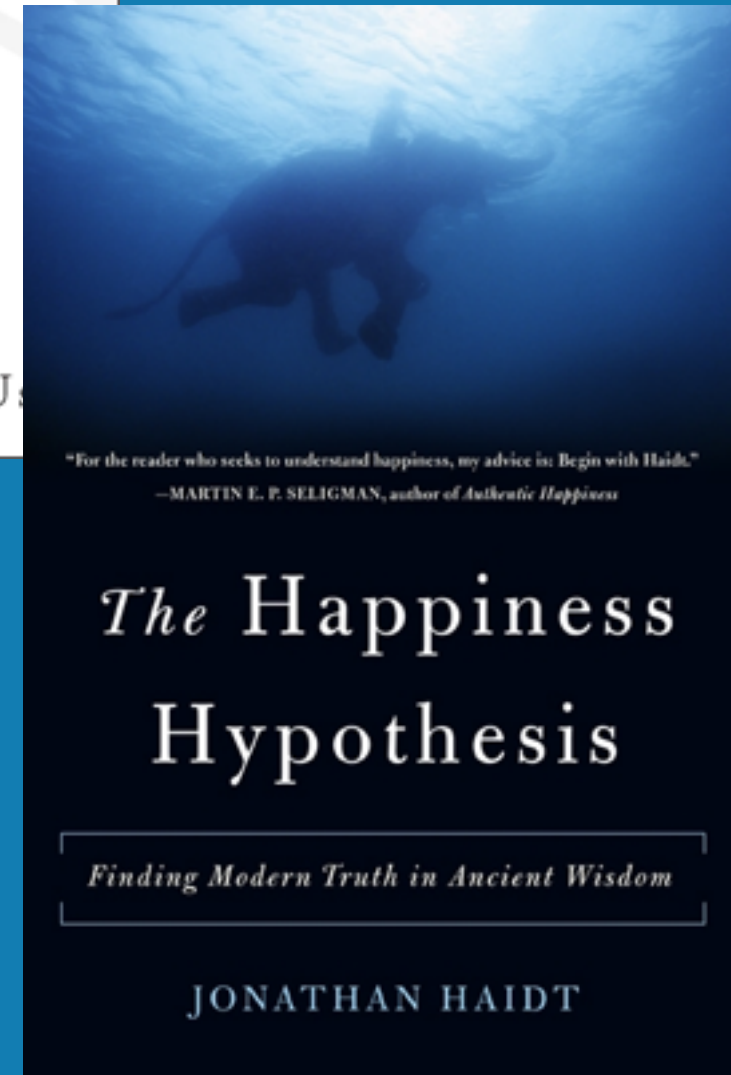
The Surprising Truth
About What Motivates Us

"For the reader who seeks to understand happiness, my advice is: Begin with Haidt."
—MARTIN E. P. SELIGMAN, author of *Authentic Happiness*

*The Happiness
Hypothesis*

Finding Modern Truth in Ancient Wisdom

JONATHAN HAIDT



Thank You!

Thanks for the pics

elephant riding by layovertolife on flickr

rider by glaciertim on flickr

elephant by thelivelygirl on flickr

path by adventure_srilanka on flickr

Josie King by the internet

vietnamese children by k_t on flickr

running by RobertoBerlim on flickr

prison by morganmorgan on flickr