

Flipping the Switch

A Human-Centered Approach to Change

March 15, 2024

Project **T**ransformation
By
Design



Change is hard.



*"It's us, hi,
we're the problem."*

It's not rocket science.

It's harder.

It's social science.



TRADITIONAL APPROACH



HUMAN-CENTERED APPROACH

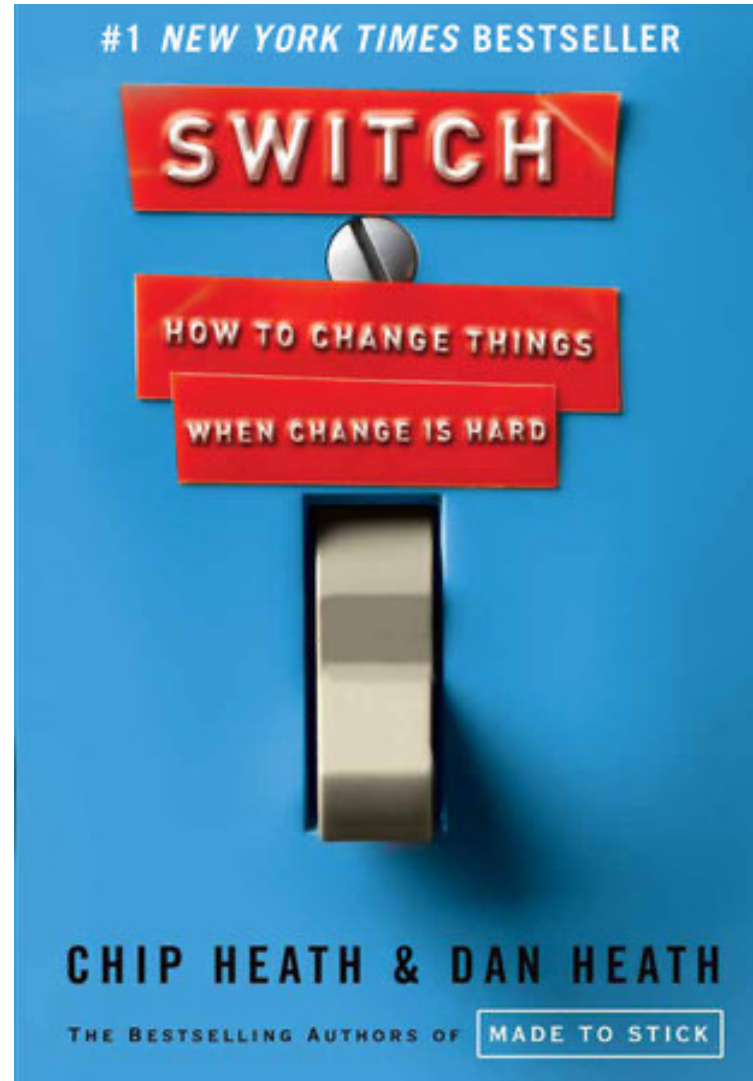


FUNDAMENTAL PRINCIPLE

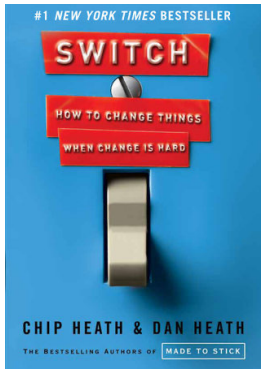
Design with, not for.



SWITCH FRAMEWORK



SWITCH FRAMEWORK

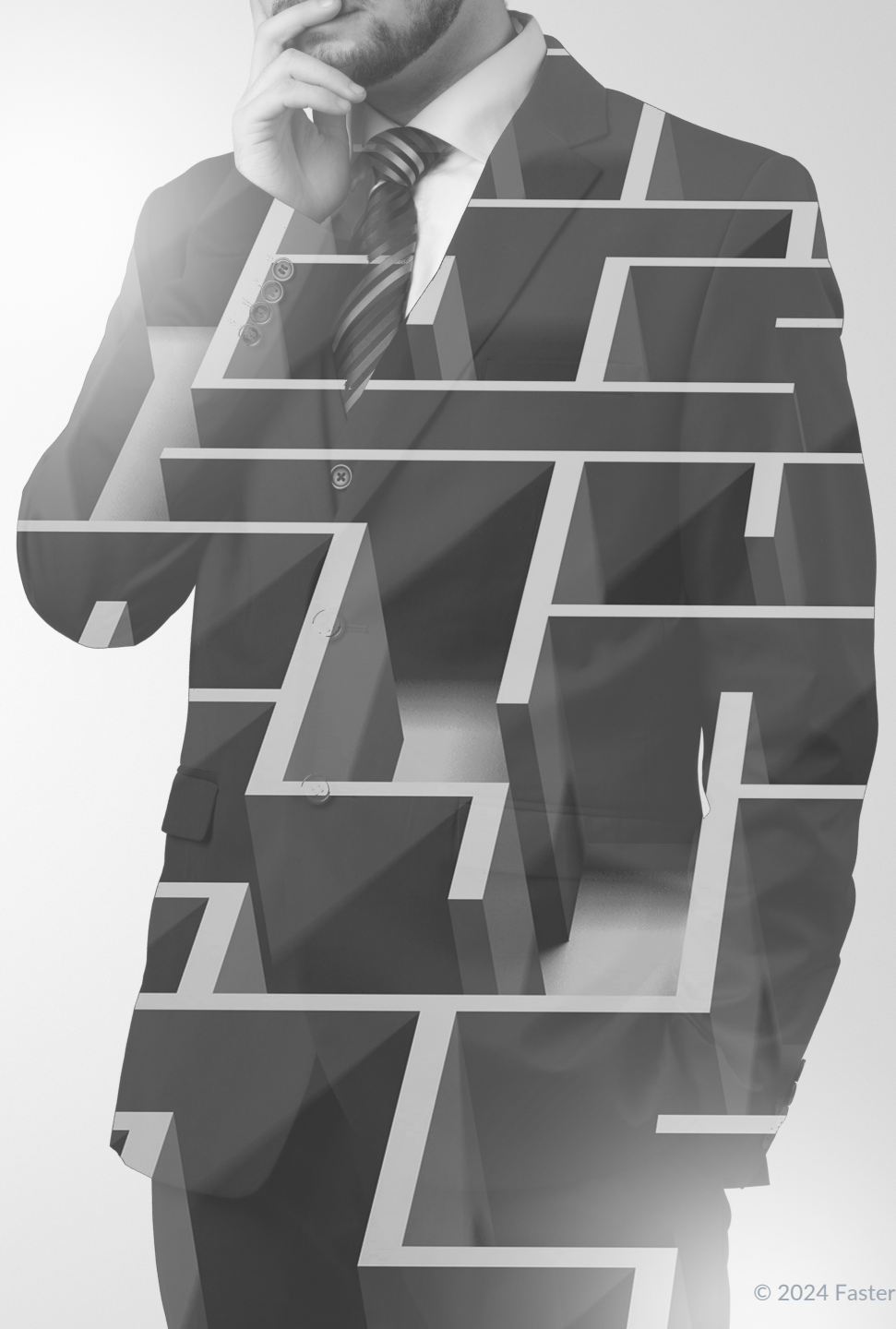


For anything to change, someone has to start behaving differently.

Three surprising things about change:

1. What looks like resistance is often a lack of clarity.
2. What looks like laziness is often exhaustion of self-control.
3. What looks like a people problem is often a situation problem.

Far too often,
it's not the mice,
it's the maze.



SWITCH FRAMEWORK

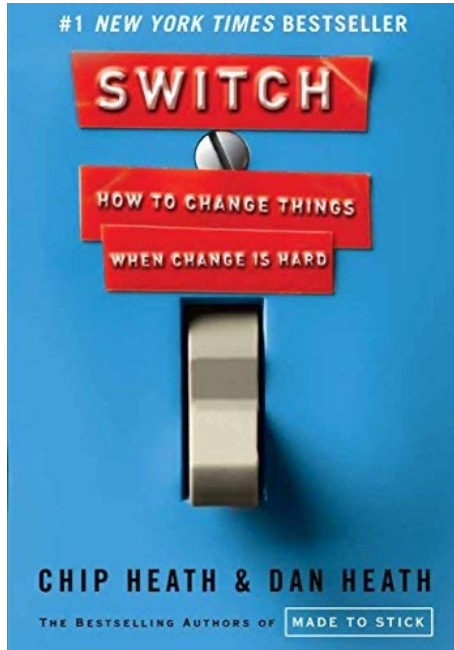
Three surprising things about change:

1. **What looks like resistance is often a lack of clarity.**
2. What looks like laziness is often exhaustion of self-control.
3. What looks like a people problem is often a situation problem.

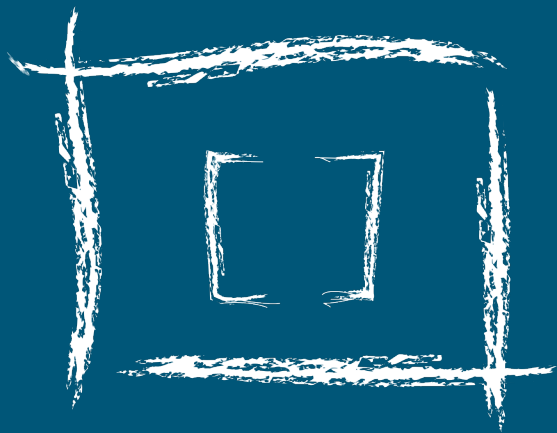


1. **Direct the Rider (Rational System)**
2. Motivate the Elephant (Emotional System)
3. Shape the Path (Situation, Environment)

SWITCH: DIRECT THE RIDER



- 1. Follow the Bright Spots**
Investigate what's working and clone it.
- 2. Script the Critical Moves**
Don't think big picture, think in terms of specific behaviors.
- 3. Point to the Destination**
Change is easier when you know where you're going.



Faster Glass

imagine better • innovate faster



kristy.teskey@fasterglass.com



704-575-9536



www.fasterglass.com



david.phillips@fasterglass.com



704-904-0499



www.fasterglass.com