

# Flipping the Switch

A Human-Centered Approach to Change

March 15, 2024

Project **T**ransformation  
**B**y  
**D**esign



# Change is hard.



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



**It's not rocket science.**

**It's harder.**

**It's social science.**

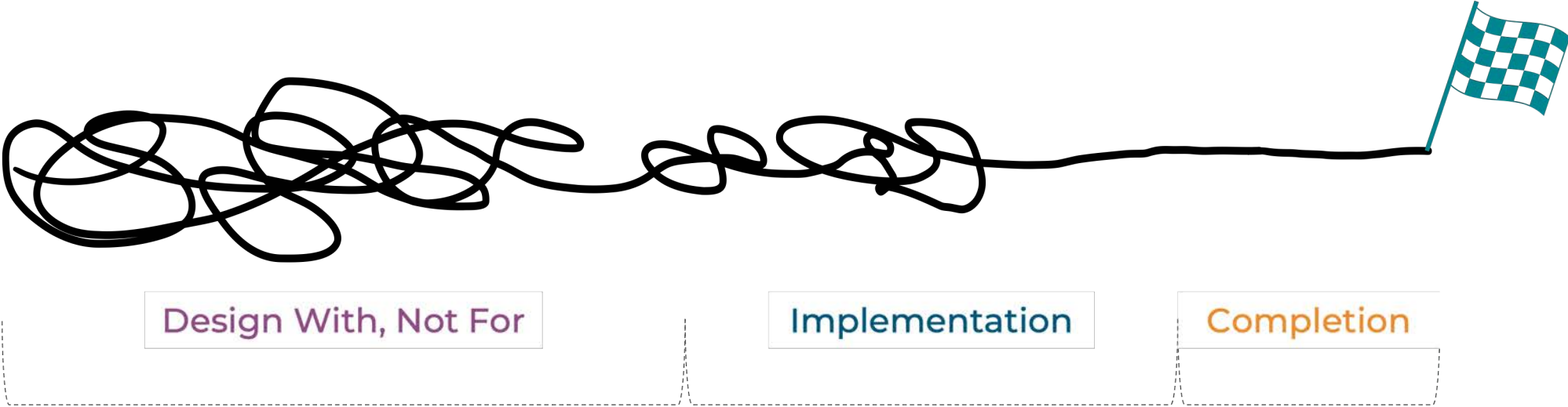




# TRADITIONAL APPROACH



# HUMAN-CENTERED APPROACH



# FUNDAMENTAL PRINCIPLE

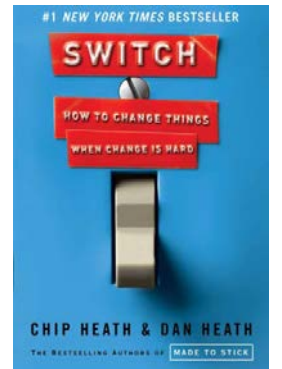
**Design with, not for.**



# SWITCH FRAMEWORK



# SWITCH FRAMEWORK

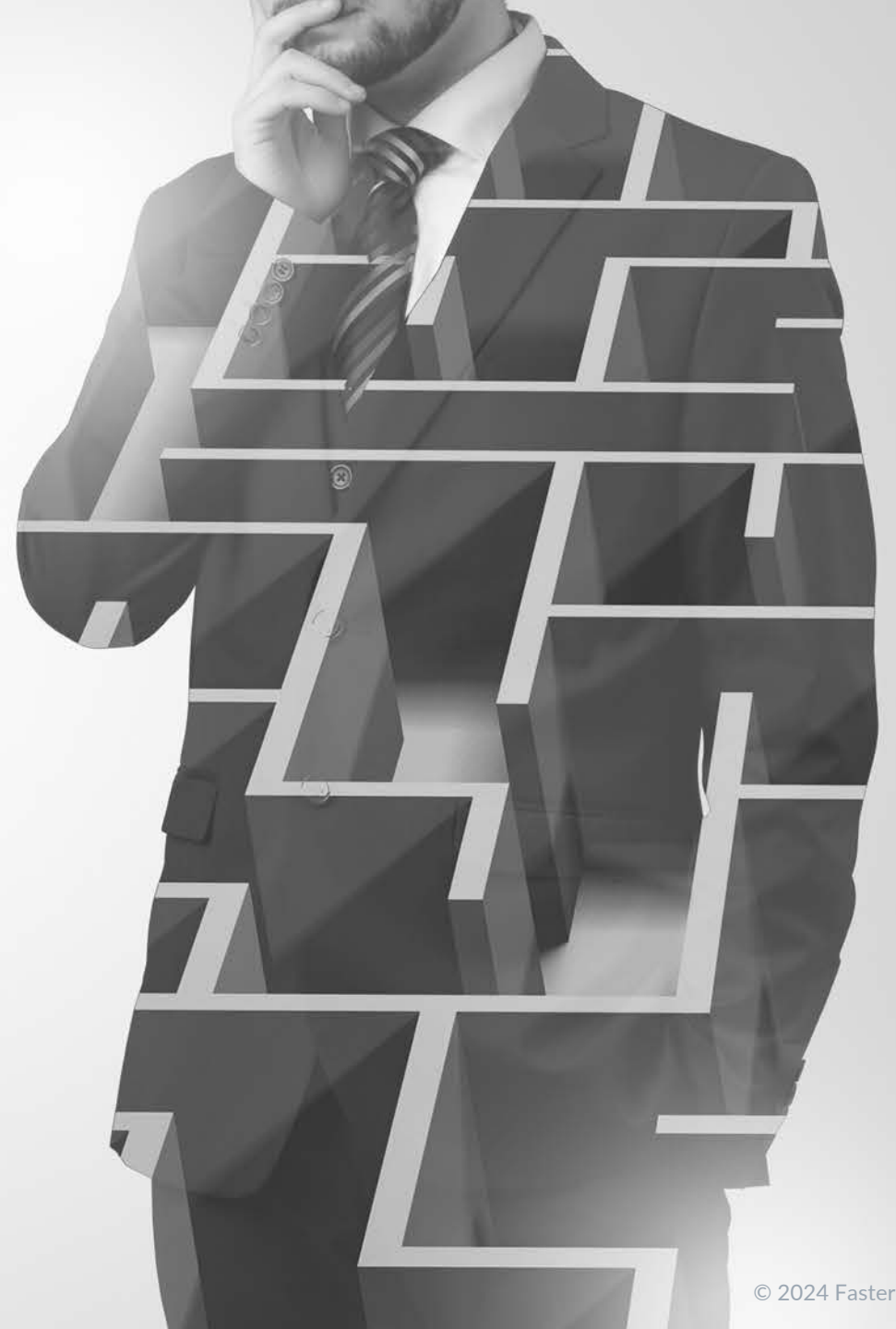


For anything to change, someone has to start behaving differently.

## 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

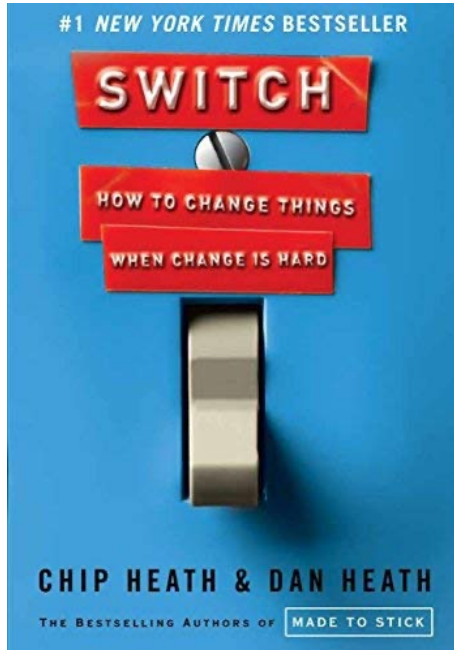
Three surprising things about change:

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](mailto:kristy.teskey@fasterglass.com)

 704-575-9536

 [www.fasterglass.com](http://www.fasterglass.com)

 [david.phillips@fasterglass.com](mailto:david.phillips@fasterglass.com)

 704-904-0499

 [www.fasterglass.com](http://www.fasterglass.com)