

From Resistance to Resilience: Driving Adoption for Sustainable Success

Presented by:
Josh Kennedy

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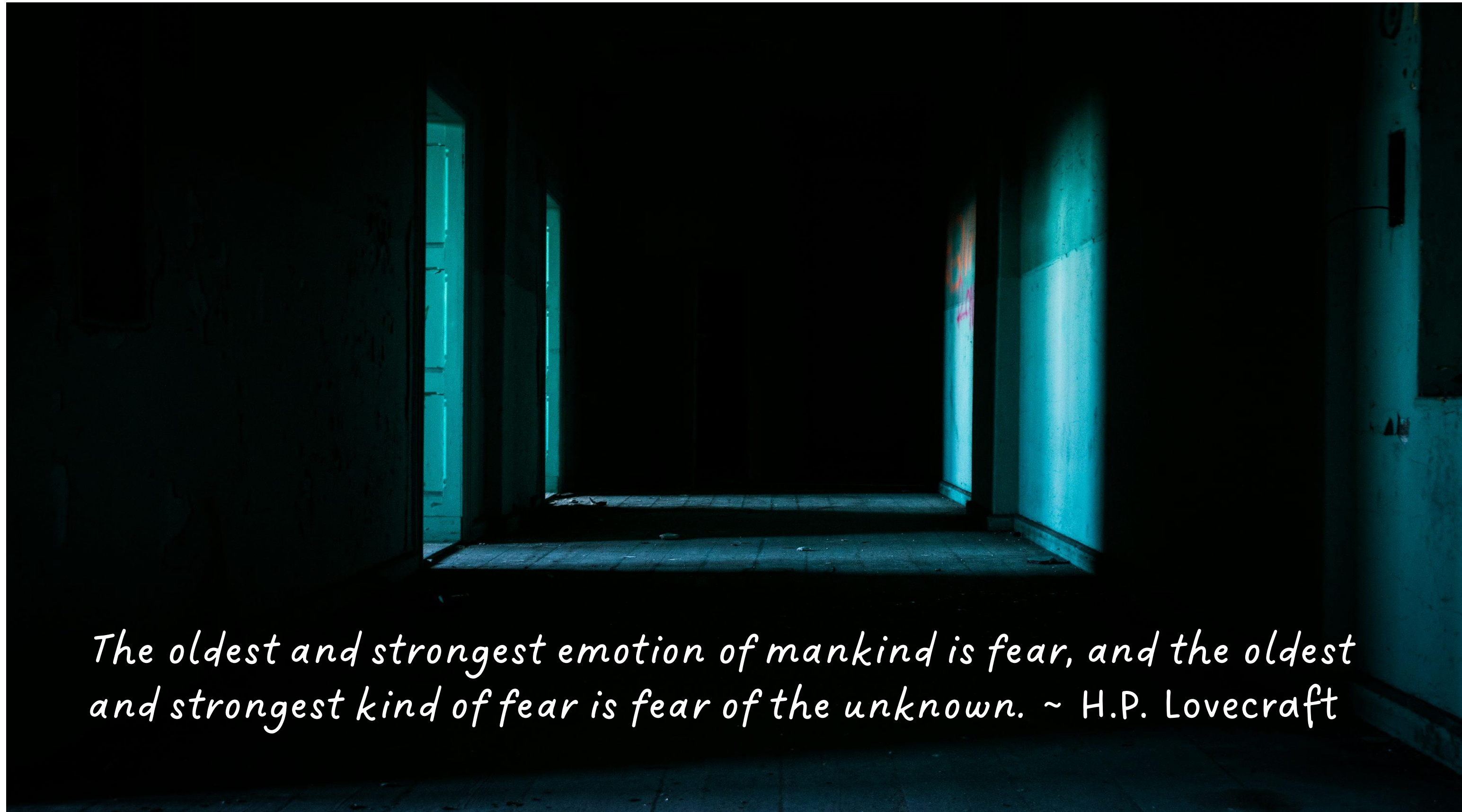
CHANGE IS CONSTANT... AND COMING FASTER AND FASTER

V VOLATILE
U UNCERTAIN
C COMPLEX
A AMBIGUOUS



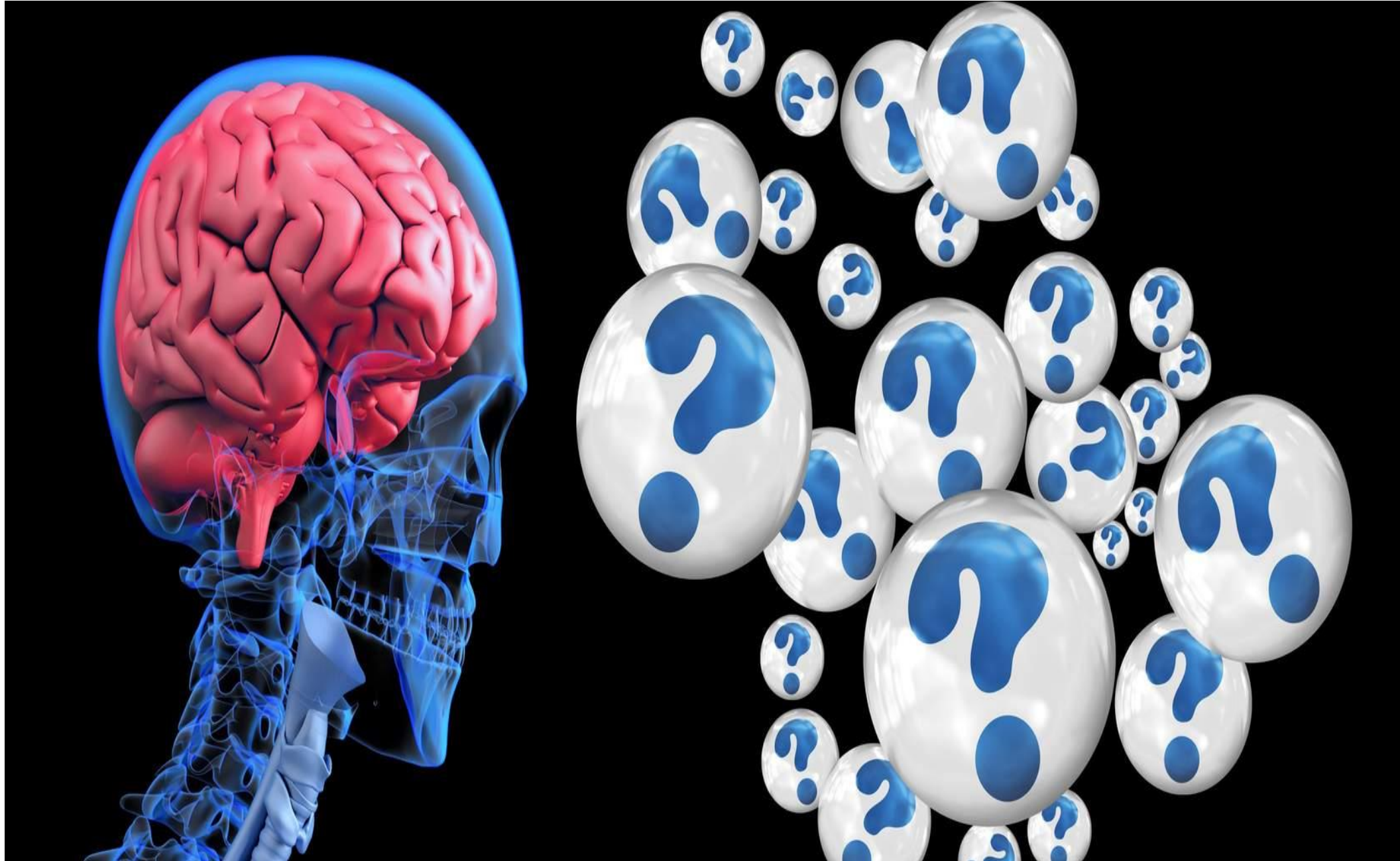
**How do we learn to
overcome fear and
embrace change
with the same
excitement we had
while imagining it?**





The oldest and strongest emotion of mankind is fear, and the oldest and strongest kind of fear is fear of the unknown. ~ H.P. Lovecraft

Why Do We Fear and Resist Change So Much?

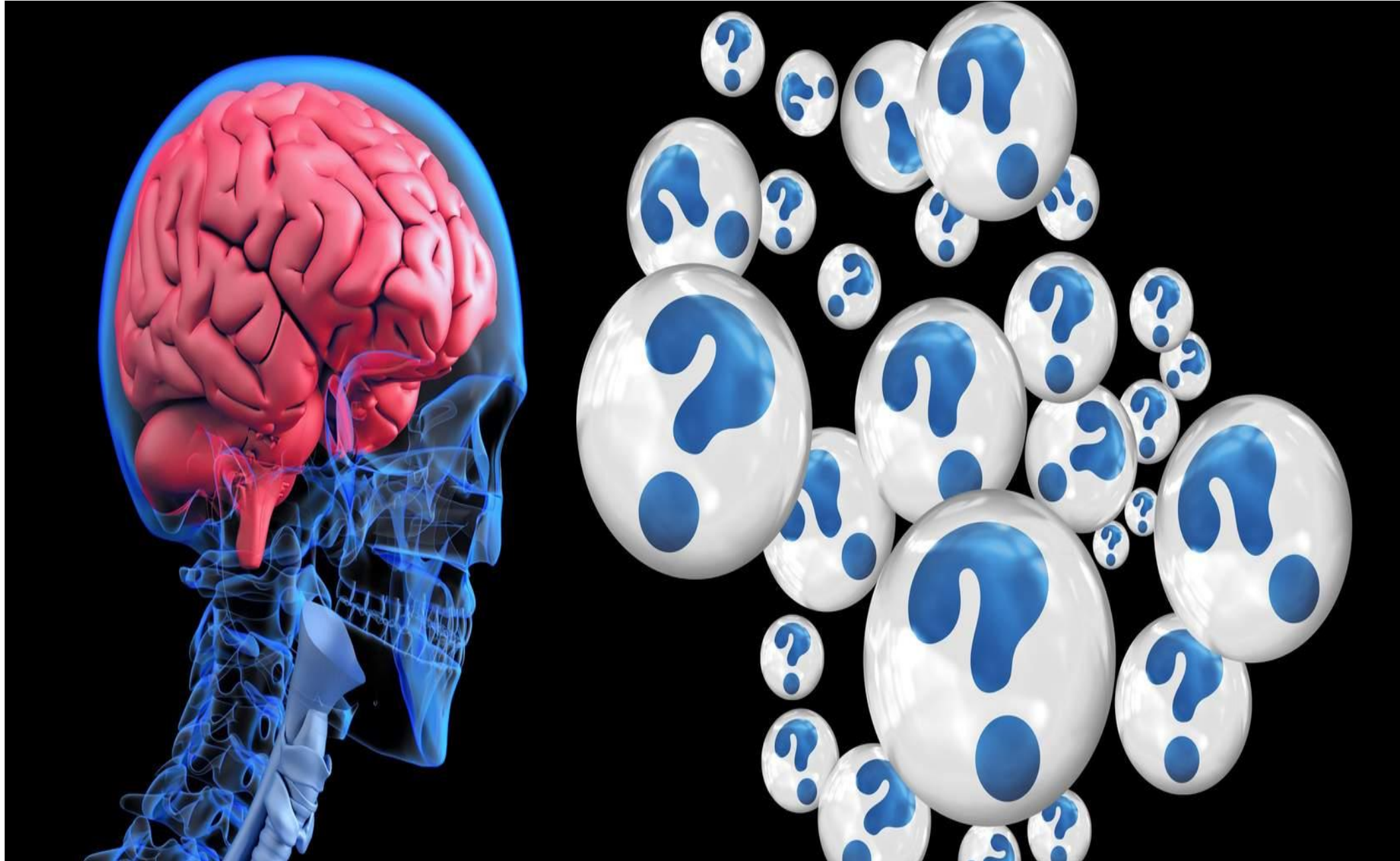


...uncertainty registers as an error, gap, or tension in the brain: something that must be corrected before one can feel comfortable again. That is why people crave certainty. Not knowing what will happen next can be profoundly debilitating because it requires extra neural energy and can diminish memory, undermine performance, and disengage people from the present.

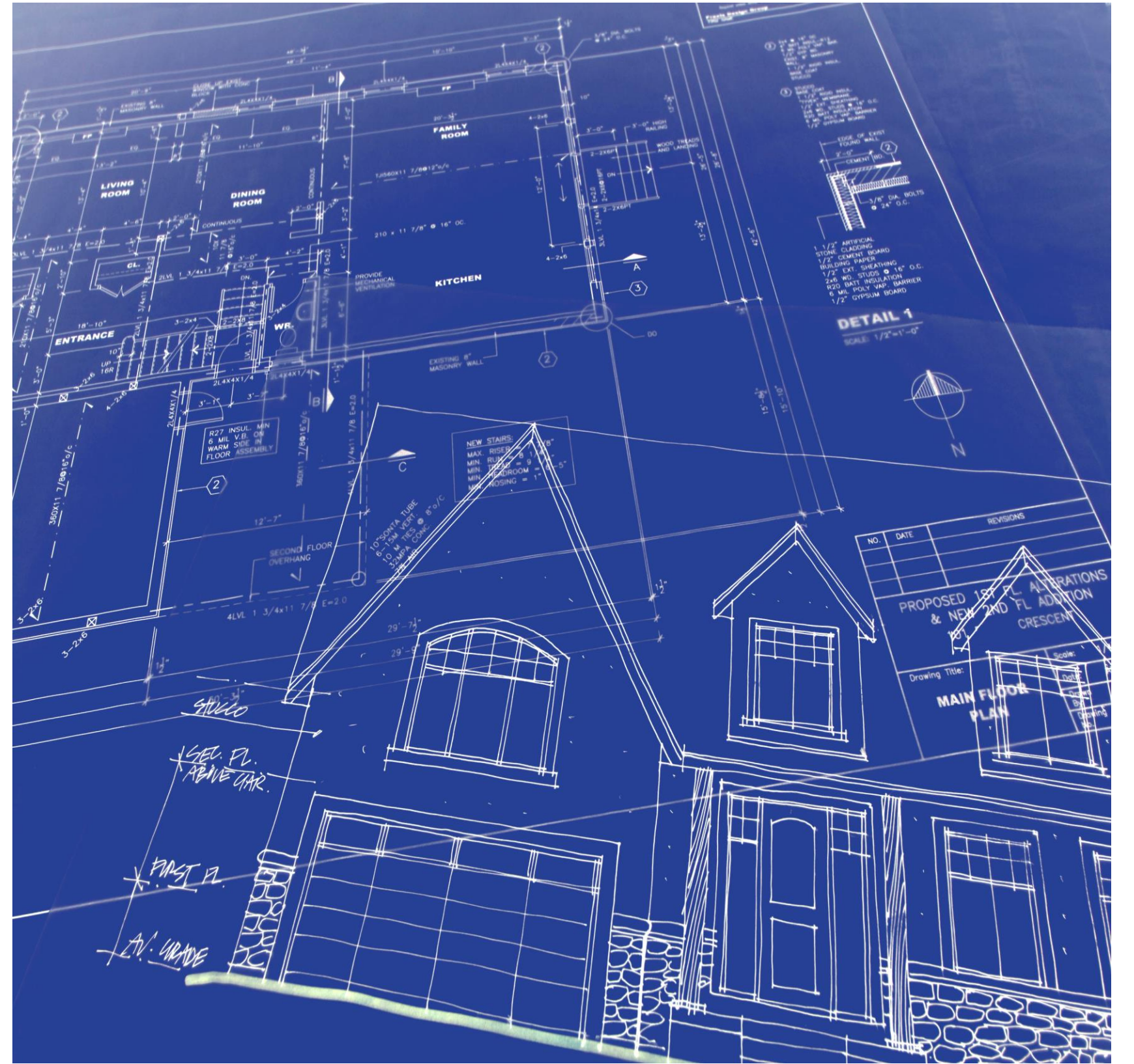
'Handbook of Neuroleadership'

~David Rock

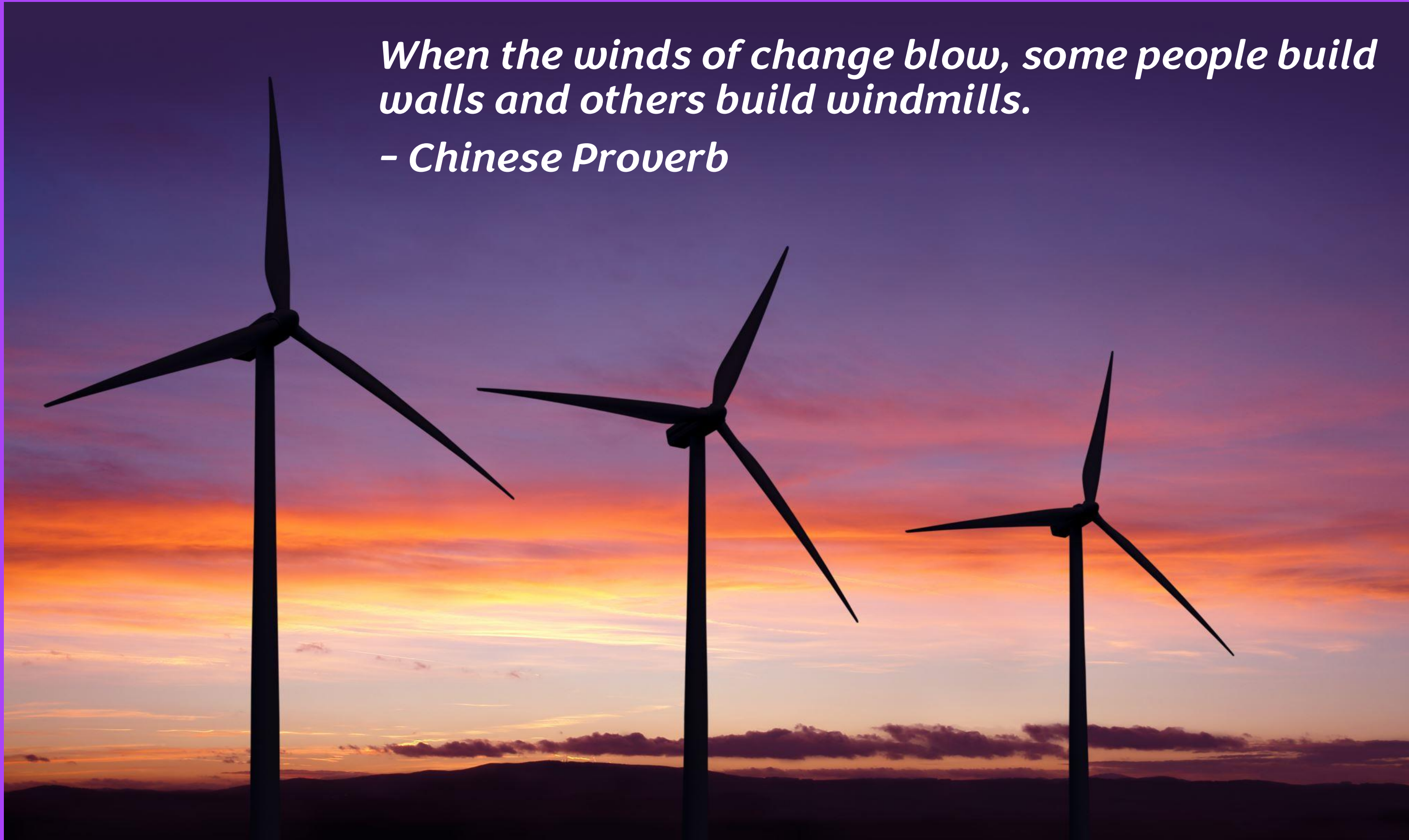
What Do We Fear?



- Failure
- Rejection
- Criticism
- Success
- Varying degrees of change



When the winds of change blow, some people build walls and others build windmills.
- Chinese Proverb



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Change is a Process

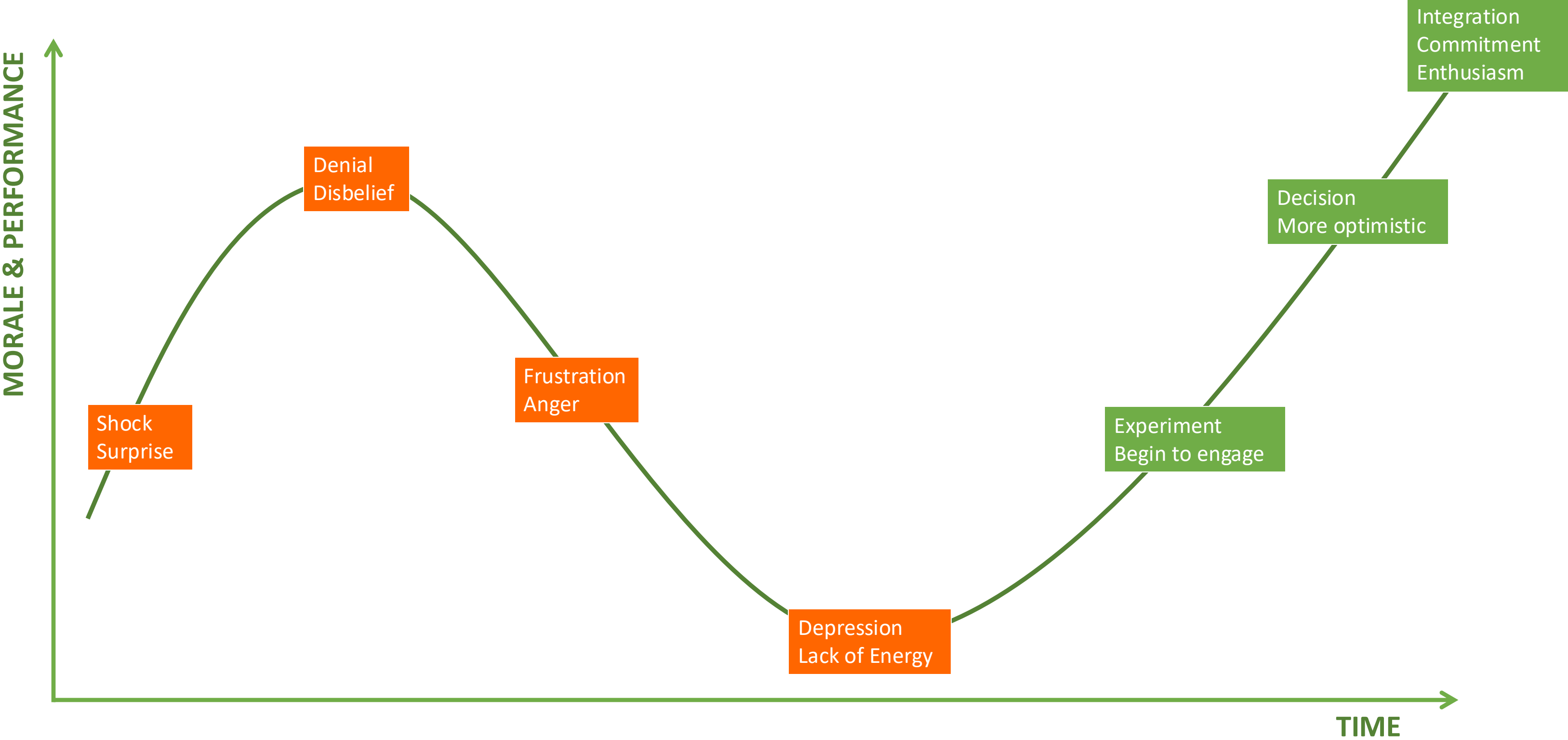


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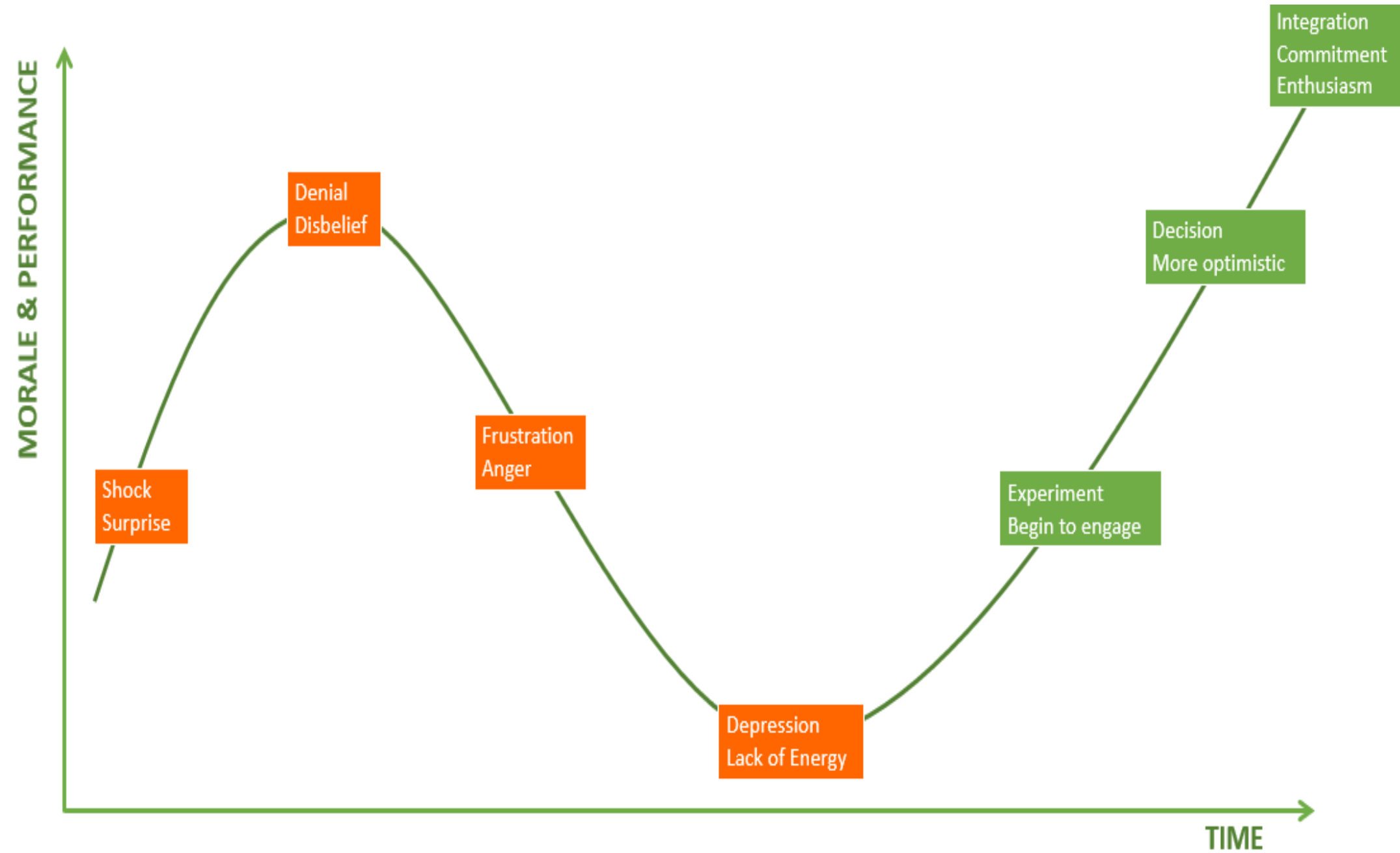
Change is a Process



The Change Curve



The Change Curve



- **Shock and Denial**
- **Anger and Resistance**
- **Letting Go and Exploration**
- **Commitment**

*"You can't change the direction of the wind, but you
can adjust the sails to reach your destination."*

- Jimmy Dean



Project Plan Considerations

- ✓ **Involve your team/power users from the beginning**
- ✓ **Communicate early and often**
- ✓ **Bring in Influencers/Champions**
- ✓ **Provide a variety of training tools**
- ✓ **Set up a support war room**

Actionable Takeaways

1. Change is a given
2. Fear is natural, but can be controlled and overcome
3. Change is a process & your ability to move through it can become a superpower
4. Make a plan and work that plan

"Change is inevitable in life. You can either resist it and potentially get run over by it, or you can choose to cooperate with it, adapt to it, and learn to benefit from it. When you embrace change, you will begin to see it as an opportunity for growth." - Jack Canfield



Please tell us what you think!

- Please scan this QR code using your mobile to access a short feedback survey →
- Also accessible via the mobile app



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QUESTIONS?

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