

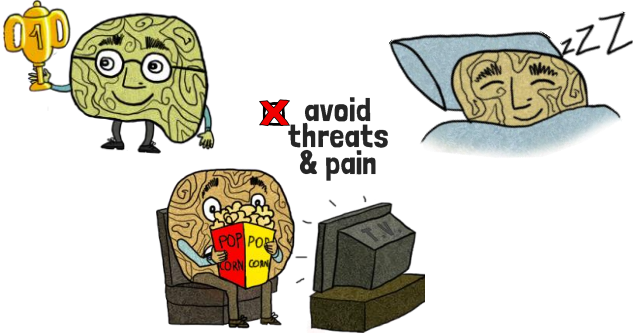
LESSONS FROM NEUROSCIENCE

WHY DO BRAINS HATE CHANGE?

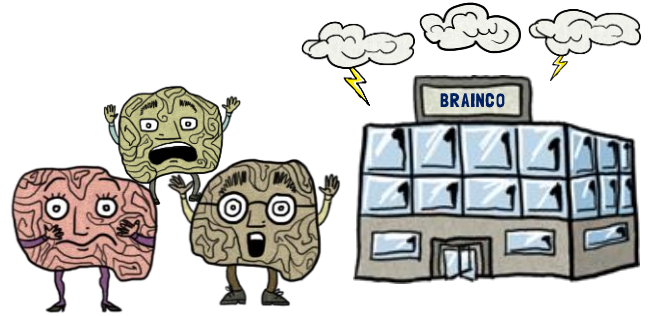
Brains are naturally driven to:

✓ seek rewards & certainty

✓ minimize their energy use

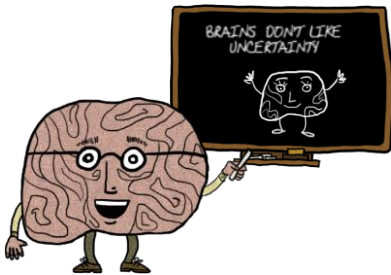


When brains find themselves inside organizations that are about to undergo CHANGE, their worst fears seem to have all come at once!

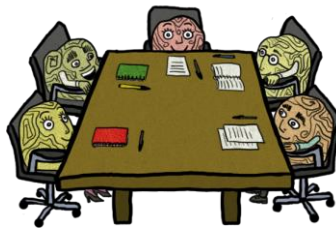


SIX TIPS FOR LEADING BRAIN-FRIENDLY CHANGE:

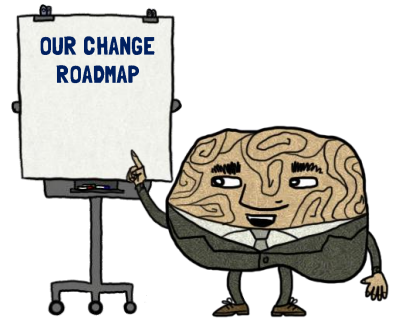
Normalize resistance to change. Explain that our brains are naturally wired to resist change.



Brains take action when perceived rewards are greater than perceived threats.

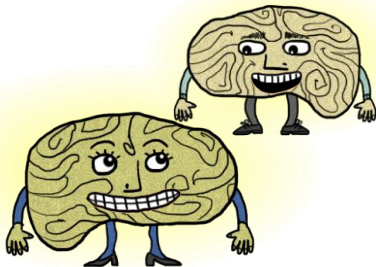


So invite everyone affected to explore the benefits of the change.



As best is possible, meet brains' need for certainty throughout the change process.

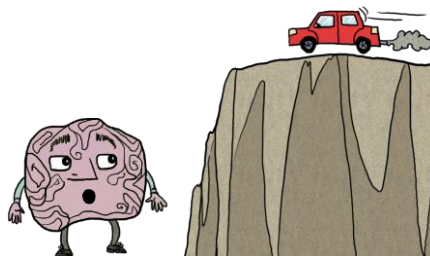
Emotions are contagious.



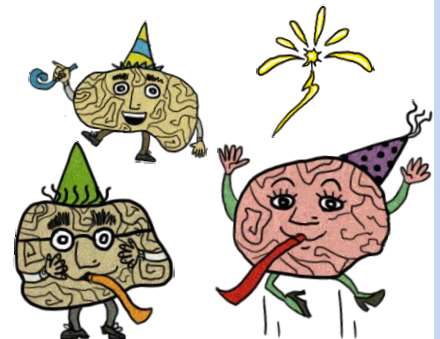
Lead change with excitement & enthusiasm.

Whilst some brains are better driven by rewards, others are more threat-oriented.

Clearly explain the risks of not changing to those brains.



Brains love to celebrate! Recognize progress and wins as the change is underway.



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