We are neurologically wired to resist business transformations, but we can change that.

**BUSINESS TRANSFORMATIONS REQUIRE**
- giving up some degree of control.
- navigating an uncertain and often ambiguous territory.
- accepting the loss of what is familiar in return for something improved.
- letting go of permanence and adjusting to new, often temporary solutions.
- consciously recognizing and changing our usual behaviors and actions.

**HOWEVER, OUR MIND**
- perceives reduced autonomy as a threat.
- becomes threatened by uncertainty which leads to pessimism, resistance, and even overwhelm.
- experiences the threat of loss twice as strongly as the potential for gain.
- perceives reduced autonomy as a threat.
- craves stability and predictability and tends to stick to familiar habits and patterns.

**HOWEVER, OUR MINDS DEFAULT TO**
- auto-pilot mode; of the thousands of decisions we make every day, over 90% are made unconsciously.

Find out how to move from resistance to a mindset that embraces transformation.

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