



Change Management Going Deeper on Switch Thinking

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Session Objectives

After this session, participants will be able to:

- Explain why Change Management is a critical skill
- Describe the 3 parts of the Switch Framework
- Identify strategies for each part of the framework
- Apply the Switch Framework to real-life scenarios

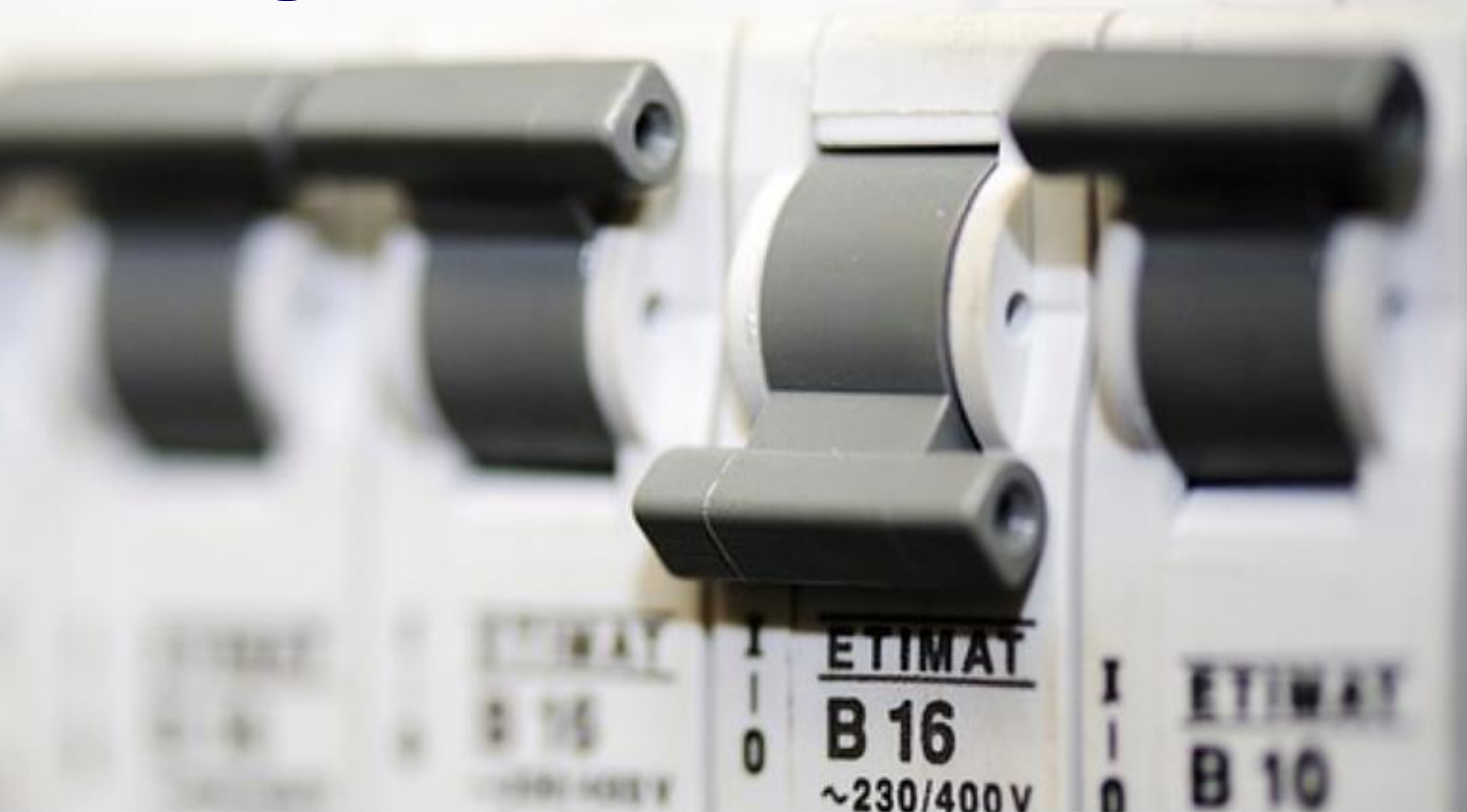
Why Change Management?

“Life is change.
Growth is optional.
Choose wisely.”

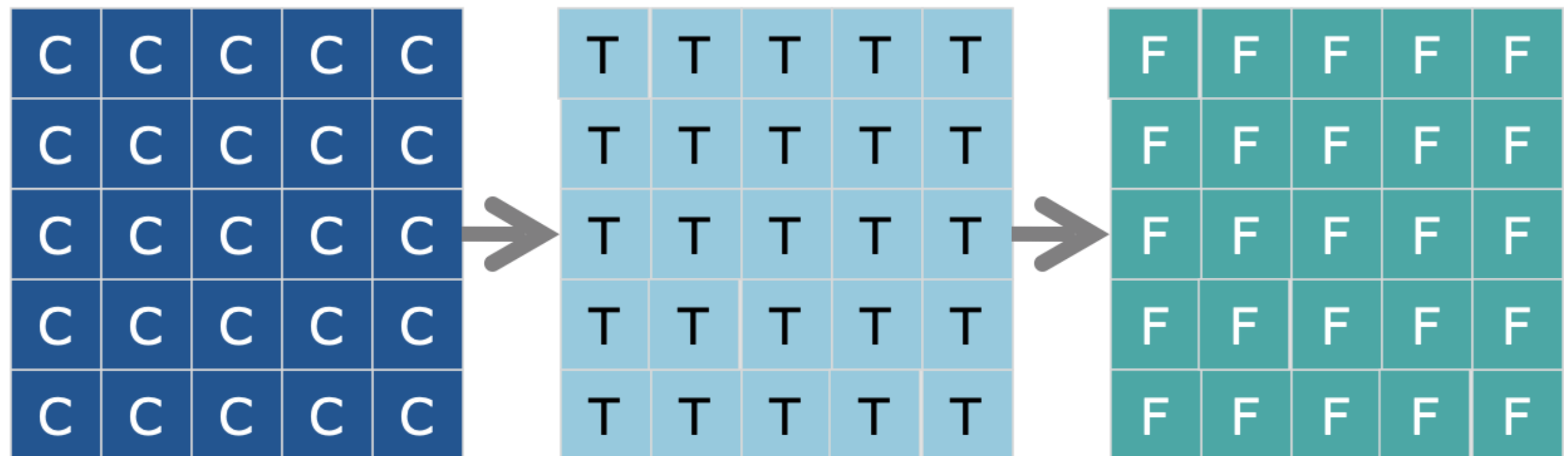
Karen Kaiser Clark



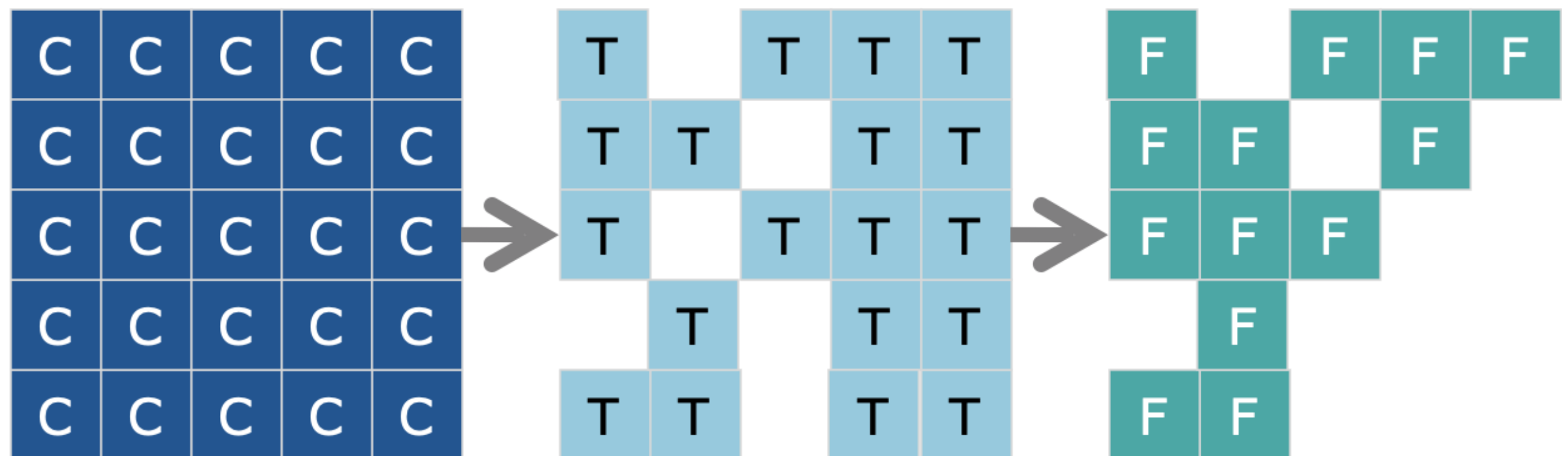
Change is not a switch



How we **think** it happens



How it **actually** happens

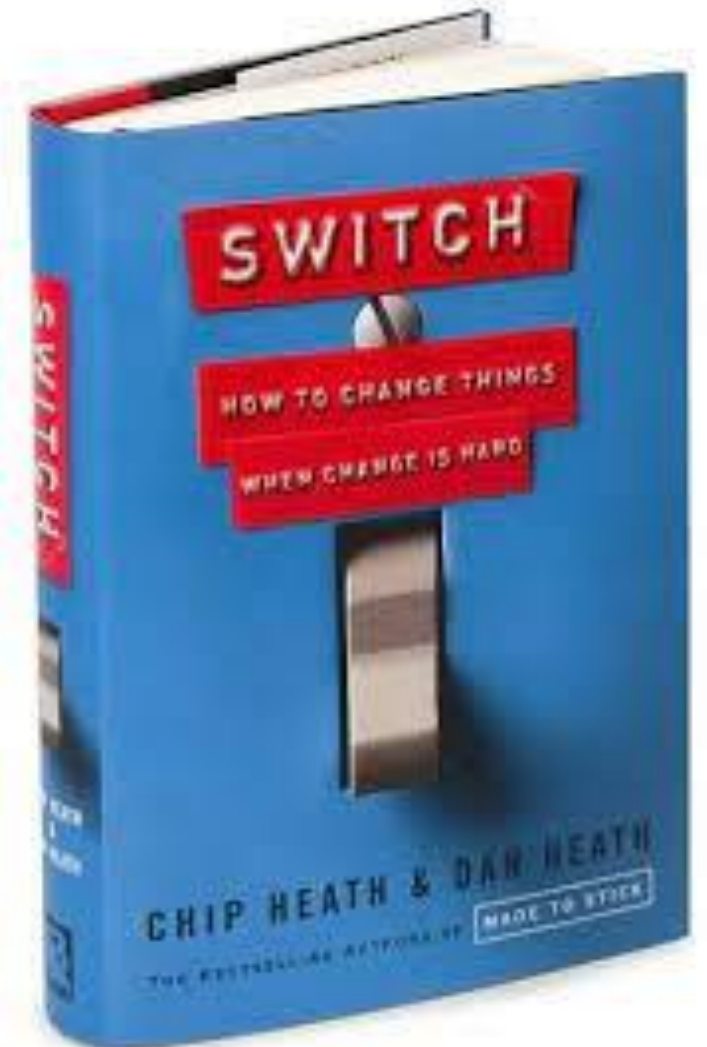


Visual Metaphor

Human Rider = Rational Brain

Elephant = Emotional Brain

Path = External Influences



I'm an Artist! activity (2 min):

Draw your own visual of the Switch Framework:

- Human Rider
- Elephant
- Path

30 sec

1 min

90 sec

2 min

Time's up!

Pair and Share (2 min)

Artist: "Hi, I'm an artist. This is my drawing of the Switch Framework."

Partner: "Well done! You put a lot of effort into your drawing. I like _____."

30 sec

1 min

90 sec

2 min

Time's up!

Reflections

How did you feel?

Positive emotions?

Negative emotions?

Reflections

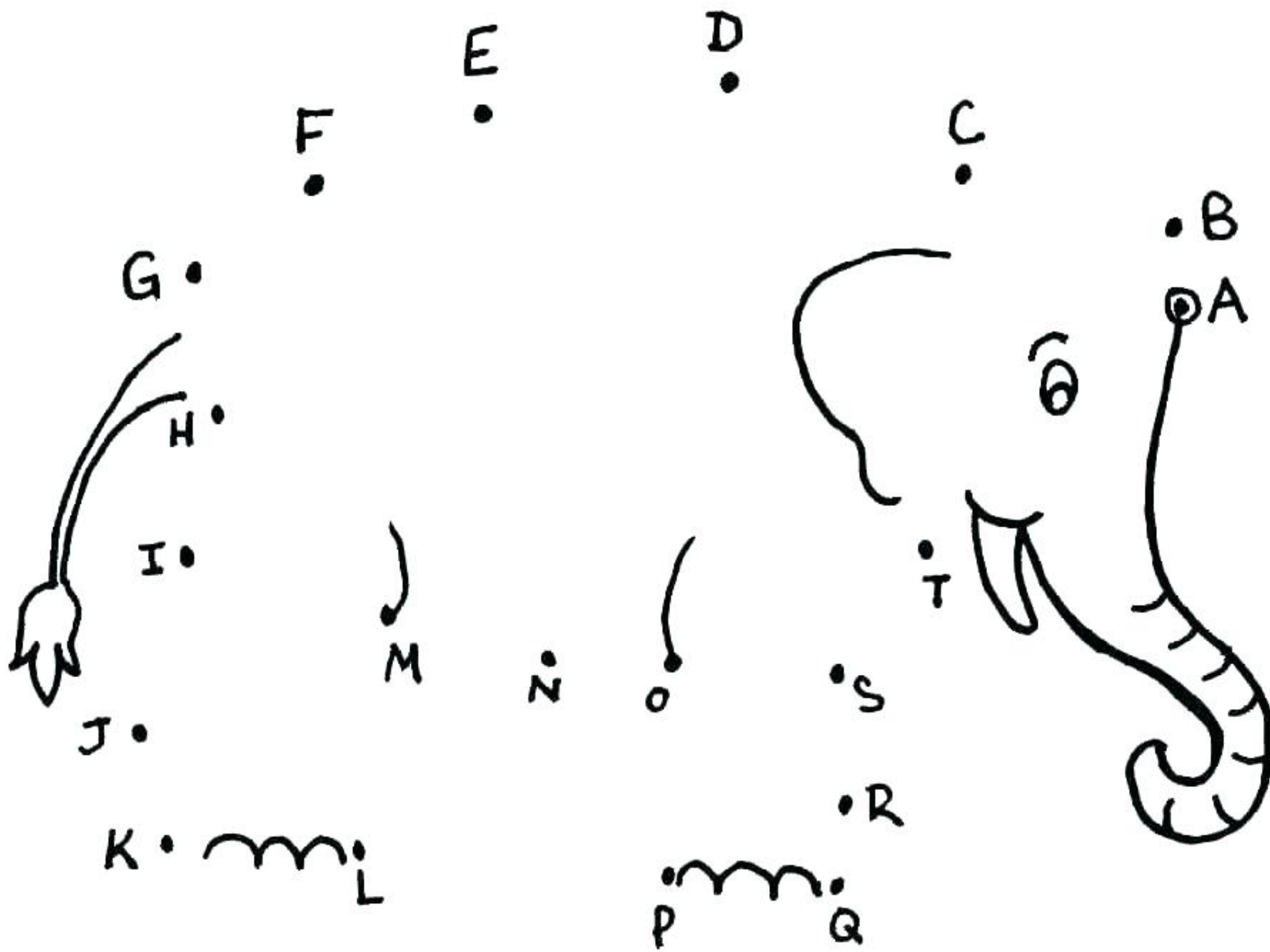
**What eased your
anxiety?**

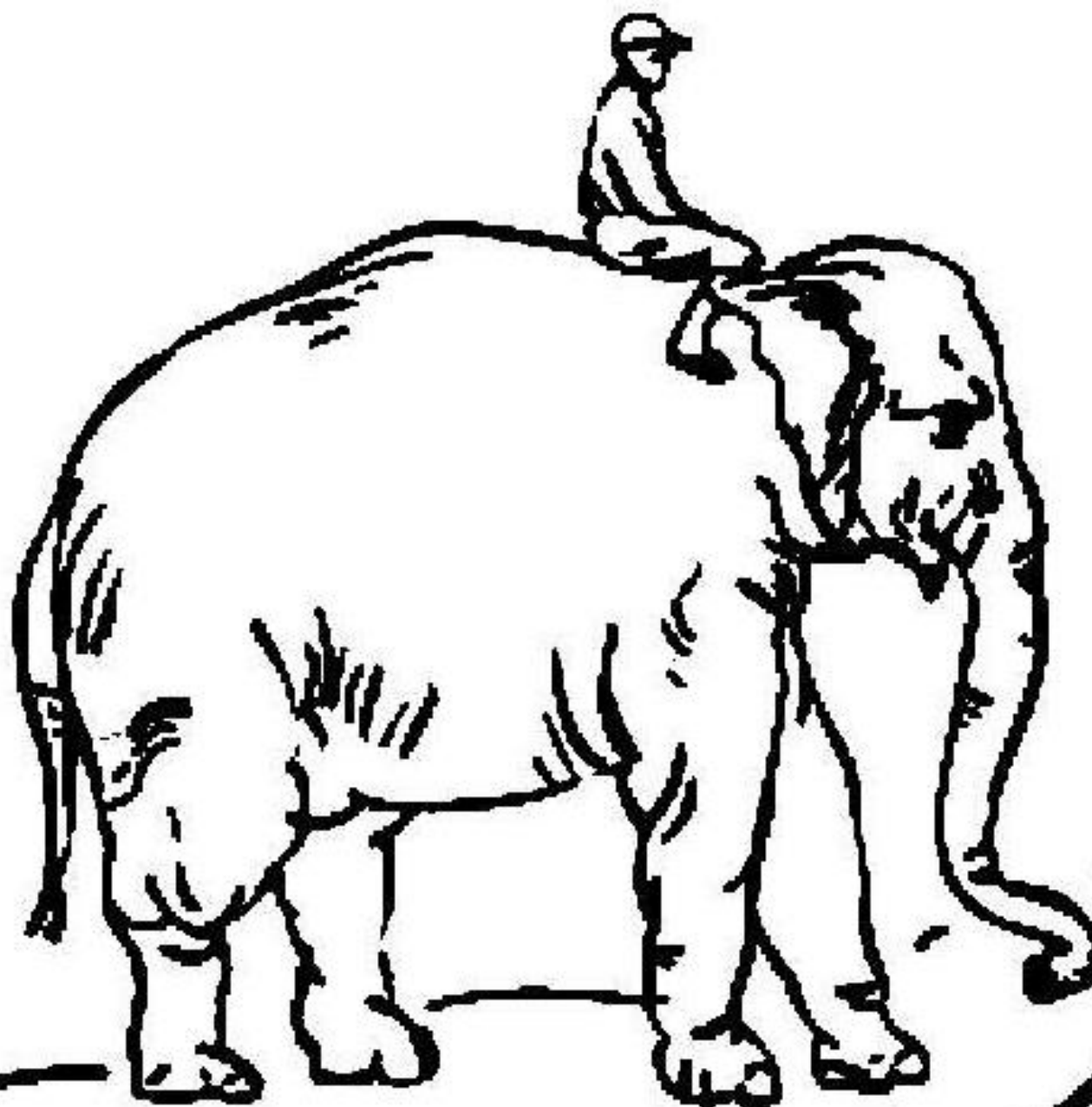
**What helped you
feel successful?**

Reflections

**What should I have
done differently?**

**How could I have
made it easier for you?**





direct the rider

**motivate the
elephant**

shape the path

Small Group Practice:

1. Pick a scenario:

Orange County has less data specific to the LGBTQIA+ population than they do for other population groups.

Organizations in OC are challenged to more equitably share power with one another through collaboration.

2. Identify a **specific audience** and **goal**

3. Brainstorm ideas for all 3 columns

Beware of the racist stories:

Talking about race causes racism.

Only BIPOC should have to deal with race.

Intent is more important than impact.

Anyone can be racist. Reverse racism is real.

Privilege comes from hard work.

Racism has already been resolved.

Reflections

What was challenging?

What worked well?

**How do you see your
team using this?**

Opportunities for Action

After this session, participants may apply what we discussed by using the 3-part Switch Framework to strategize effective ways to promote behavior change and manage complex change efforts.