

Switch: How to Change Things When Change is Hard (2010)

by Chip Heath & Dan Heath

This book is a fast and compelling read for educators especially. The Heath brothers provide a story driven narrative that brings together research in psychology, sociology, and other fields to shed new light on how we can effect transformative change. Many stories are used to show how successful change follows a pattern including three key elements.



Direct the Rider:

Investigate what is working and clone it.

Think in terms of specific behavior rather than the big picture.

Point to the destination to determine where you are going and why it is worth it.

Motivate the Elephant:

Find the feeling

Shrink the change

Grow your people

Shape the Path:

Tweak the environment

Build habits

Rally the herd

For things to change, somebody somewhere has to start acting differently. Maybe it's you, maybe it is your team.

Book Review: Submitted by Mitzi Grey