

Elephant
Emotional Side

Synopsis of **SWITCH**
by C. & D. Heath

Rider
Rational Side

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| <p style="text-align: center;"><u>Strength</u></p> <ol style="list-style-type: none"> 1. Love & compassion 2. Sympathy & loyalty 3. Gets things done w/ energy & drive | <p style="text-align: center;"><u>Weakness</u></p> <ol style="list-style-type: none"> 1. Lazy & skittish 2. Quick payoff / instant gratification 3. Submits to tug of reins |
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| <p style="text-align: center;"><u>Strength</u></p> <ol style="list-style-type: none"> 1. Long term payoff 2. Plan & direction 3. Careful supervision | <p style="text-align: center;"><u>Weakness</u></p> <ol style="list-style-type: none"> 1. Spins wheels 2. Tends to overanalyze & over think 3. Gets exhausted tugging |
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What looks like *People problem* is often situation problem

Self control
is an
exhaustible resource

What looks like *laziness* is often exhaustion

Supervised
behavior
is hard stuff –
draining

What looks like *resistance* is often a lack of clarity

II. Motivate the Elephant

- Find the **feeling** *
- Experience the situation
- Shrink the **change** *
- Limit the investment you're seeking
- Grow your **people** *
- Make it a matter of identity,
not consequence

I. Direct the Rider

- * Follow the **bright spots**
- Use evidence of small successes
- * Script the **critical moves**
- Jar out of introspection & analysis to simple acts
- * Point to the **destination**
- Create postcard of where headed and why it's worthwhile

III. Shape the Path

- * Tweak the **environment**
- Change situation when behavior / situation shifts
- * Build **habits**
- Set the Rider free by developing new habits
- * Rally the **herd**
- Foster the spread of new behaviors