

Why is Change is so Hard?

**Do you
resist
change?**



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How we unlearn

Extinguishing a Behavior

- No Rewards
- Increase Cost
- Ride out the blow
- Be Consistent
- Reward good behavior
- Monitor closely in future



Habit Forming

Habitual Impact

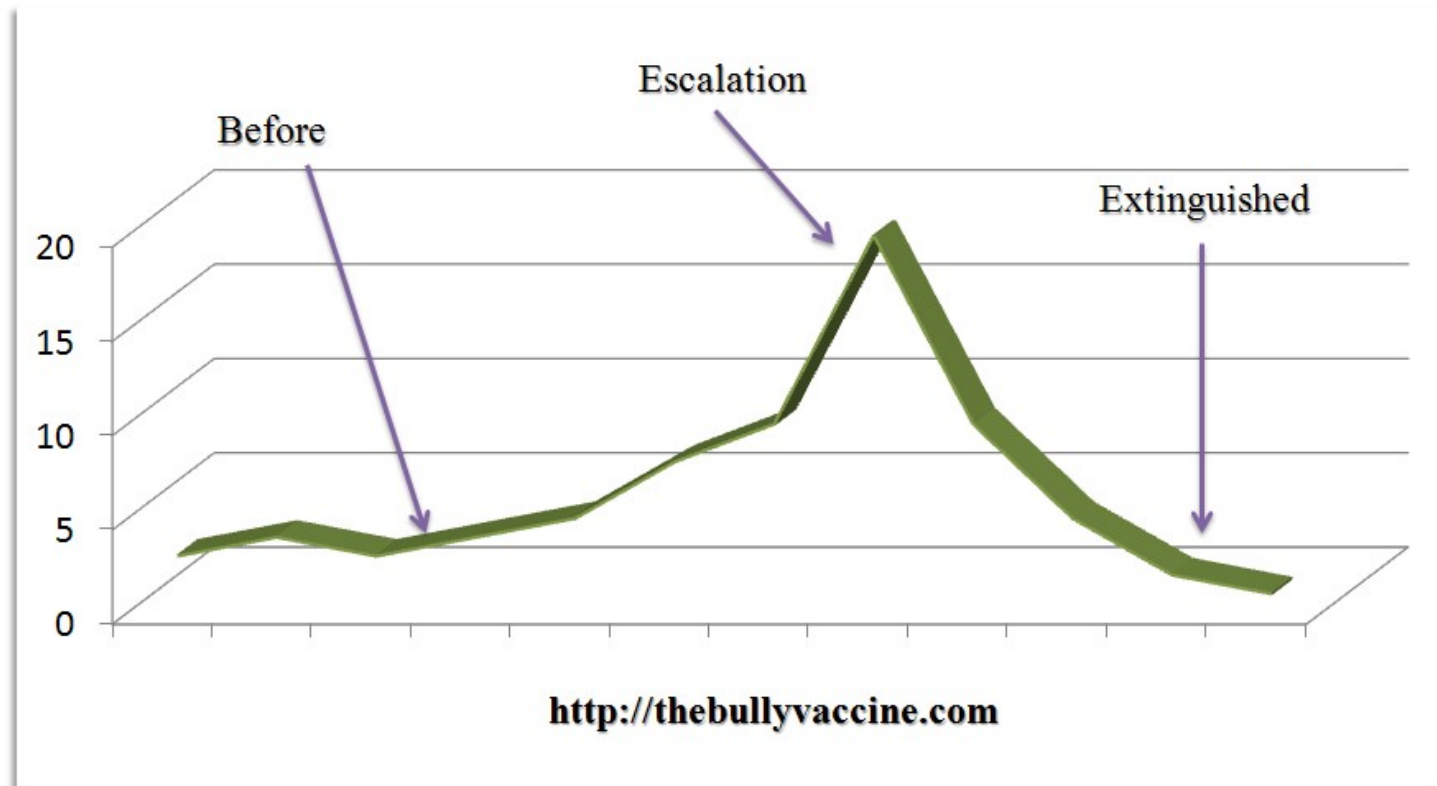


Breaking a Habit



Extinction Burst

Blowouts



<http://thebullyvaccine.com>

Changing Yourself

- Give yourself the time
- Keep practicing
- Be compassionate
- Keep at it



Embracing the Change Process

- Not dealing with reality
- Giving up too soon
- Take your Time
- Don't require everyone to change



The Buy In Fallacy

You don't need everyone

- Humans are tribal
- Use our instincts to encourage courageous behavior
- Encourage and support early adopters



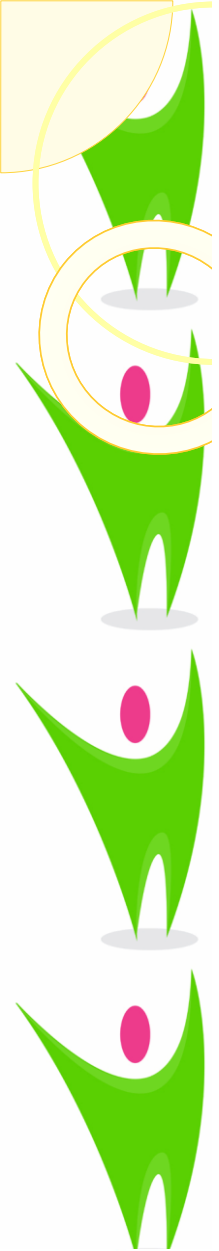
Early Adopters



The 2nd Wave



What to do about those lagging



Controlling the Dynamic

- Consistent
- Compassion
- Extinction
Burst

Have you tried
Compassionate
Non-Compliance?



bullyvaccineproject.com



Recap

- Consistent
- Compassion
- Time
- Strategy/Plan





*Consider yourself a work
in progress and always
look for ways to improve
what you do.*

*Jennifer Hancock
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