



DEE MADDOX, MBA
Chief Excellence Officer
DMX Consulting, LLC

From Resistance to Readiness: Breaking the Change Barrier

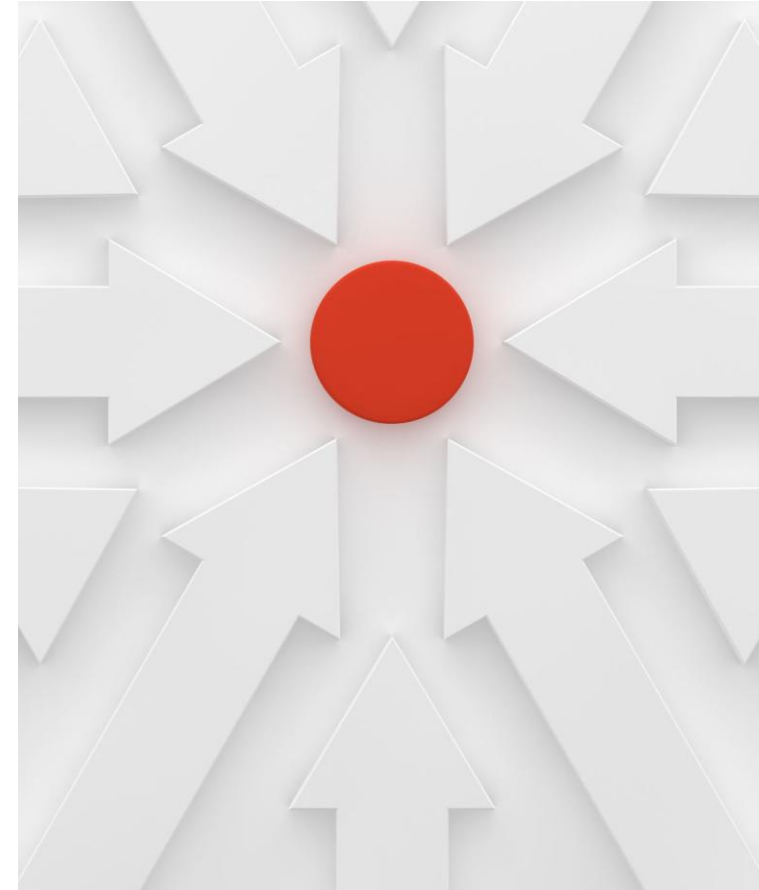
Insights and Strategies from "SWITCH"

May 7, 2025

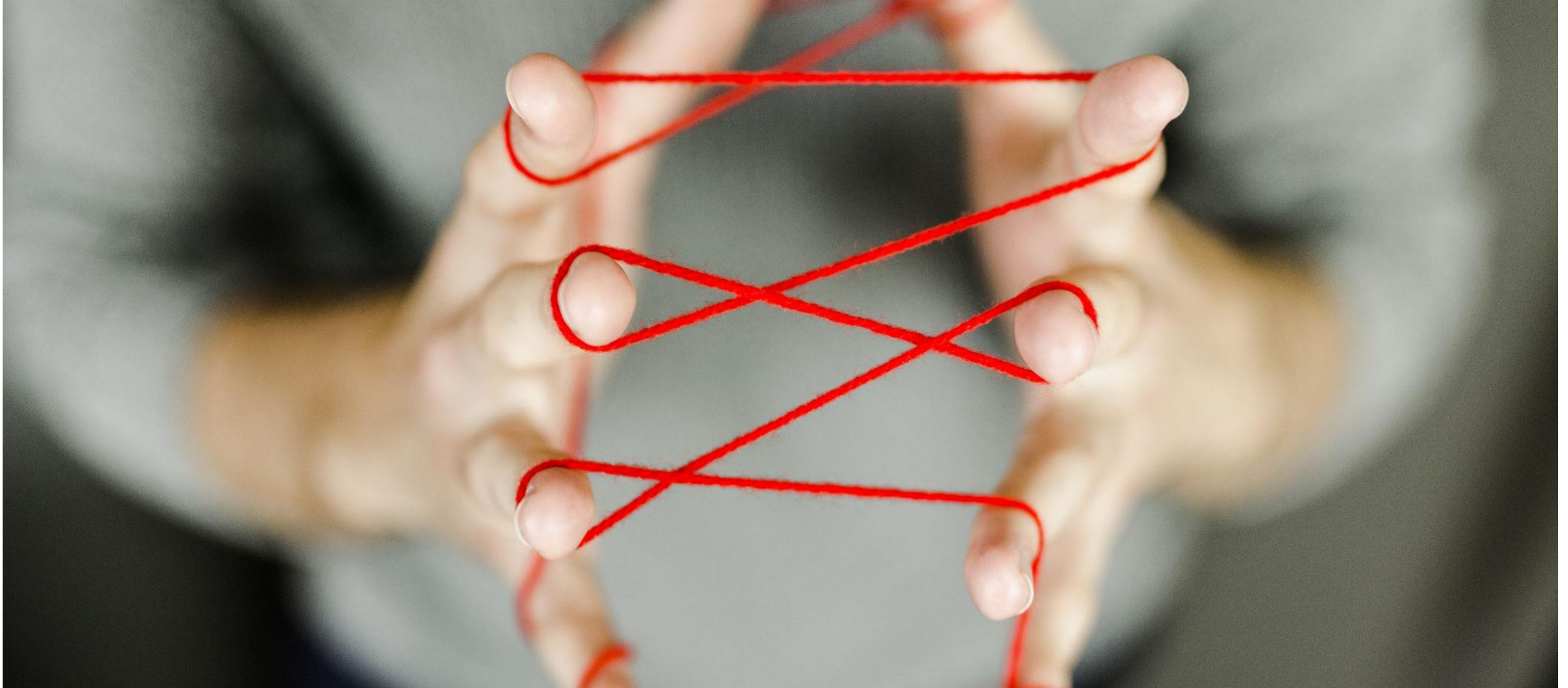


Objectives

1. Recognize and reframe resistance as a natural part of change
2. Develop practical strategies for influencing both rational and emotional drivers of change
3. Design a readiness plan that engages emotion, logic, and environment
4. Understand "*Switch: How to Change Things When Change is Hard.*"
5. Create actionable plans to implement change.



From Resistance to Readiness



From Resistance to Readiness



ACKNOWLEDGE THE EMOTION
BENEATH THE RESISTANCE

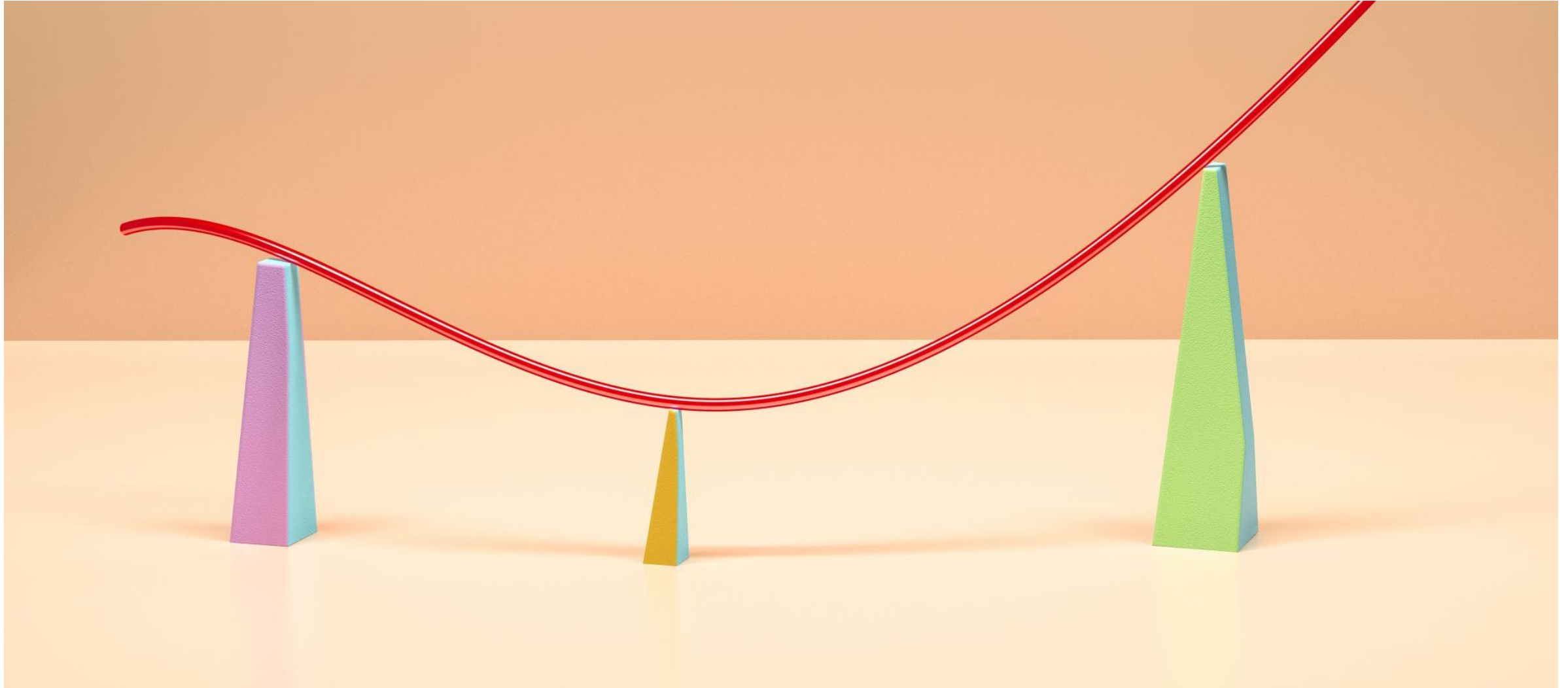


CLARIFY THE CHANGE VISION



INVITE EARLY PARTICIPATION

Breaking the Change Barrier



Breaking the Change Barrier

1. Direct the Rider (Rational Mind)
2. Motivate the Elephant (Emotional Drive)
3. Shape the Path (Structural Support)

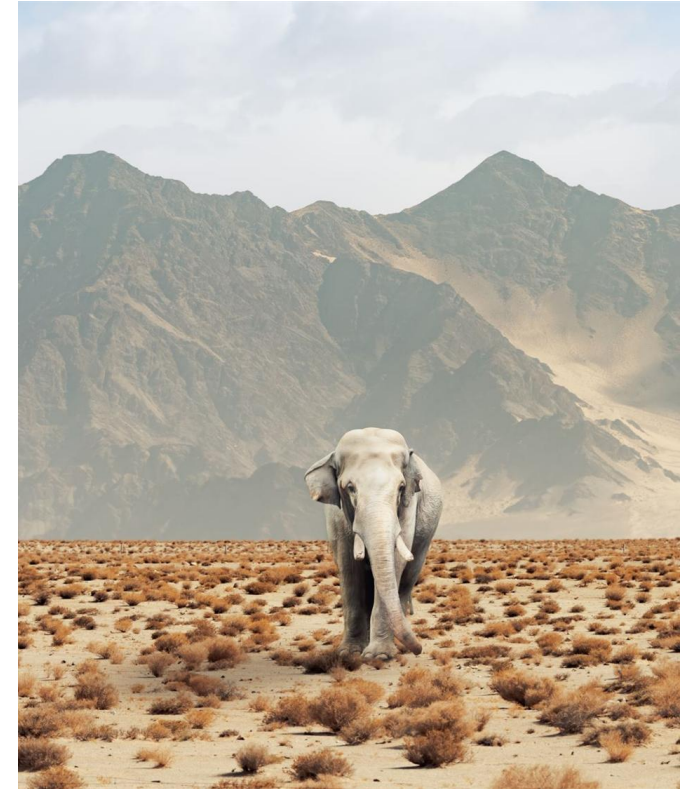
Breaking the Change Barrier

Understanding the Rider, Elephant, and Path

Direct the Rider: Rational decisions, provide clarity

Motivate the Elephant: Emotional side, motivation

Shape the Path: Situation and environment



Understanding the Rider, Elephant, and Path Framework

DIRECT THE RIDER: *Rational decisions, provide clarity*

- 1. Find the bright spots**
 - Identify and replicate existing successes instead of focusing on problems
- 2. Script the critical moves**
 - Reduce ambiguity by providing clear, simple steps
- 3. Point to the destination**
 - Strategic planning, process optimization

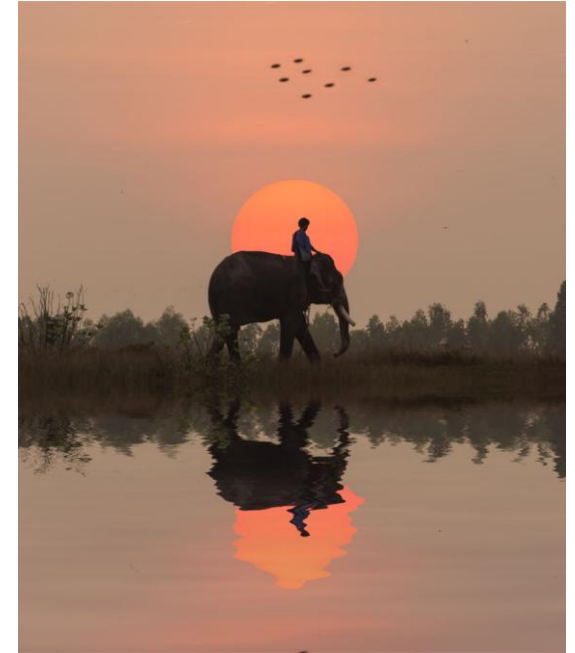


Direct The Rider

DIRECT THE RIDER: *Rational decisions, provide clarity*

Find the bright spots

- Identify and replicate existing successes instead of focusing on problems
 - Best practices
 - Continuous improvement
 - Analytical thinking, analysis, and planning



Direct The Rider

DIRECT THE RIDER: *Rational decisions, provide clarity*

Script the critical moves

- Reduce ambiguity by providing clear, simple steps
 - Strategy
 - Process optimization
 - Communication

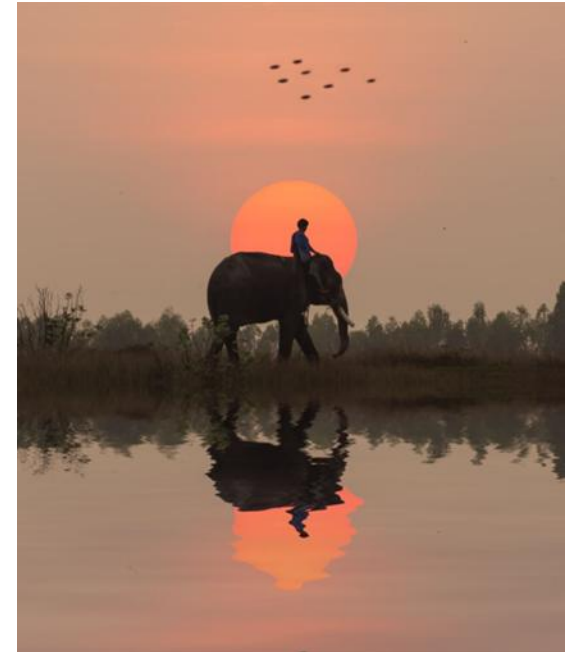


Direct The Rider

DIRECT THE RIDER: *Rational decisions, provide clarity*

Point to the destination

- Strategic planning, process optimization
 - Vision setting
 - Goal alignment
 - Leadership



Understanding the Rider, Elephant, and Path Framework

MOTIVATE THE ELEPHANT: *Emotional side, inspire change.*

1. Find the feeling

- Engage emotions to drive action

2. Shrink the change

- Reduce resistance by providing clear, simple steps

3. Grow your people

- Cultivate identity-based change and a growth mindset



Motivate the Elephant

MOTIVATE THE ELEPHANT: *Emotional side, inspire change.*

1. Find the feeling

- Engage emotions to drive action
- Employee motivation
- Customer engagement
- Empathy



Motivate the Elephant

MOTIVATE THE ELEPHANT: *Emotional side, inspire change.*

Shrink the change

- Reduce resistance by providing clear, simple steps
 - Incremental progress
 - Habit formation
 - Coaching



Motivate the Elephant

MOTIVATE THE ELEPHANT: *Emotional side, inspire change.*

Grow your people

- Cultivate identity-based change and a growth mindset
 - Organizational culture
 - Personal development
 - Resilience



Understanding the Rider, Elephant, and Path Framework

SHAPE THE PATH: *Environment, Route supports change*

1. Tweak the environment

- Adjust surroundings to make change effortless

2. Build habits

- Reinforce change through routines and automatic behaviors.

3. Rally the herd

- Use social norms and peer pressure to reinforce new behaviors



Shape The Path

SHAPE THE PATH: *Environment, Route supports change*

1. Tweak the environment

- Adjust surroundings to make change effortless
 - Workplace design
 - Process improvement
 - Problem solving



Shape The Path

SHAPE THE PATH: *Environment, Route supports change*

Build habits

- Reinforce change through routines and automatic behaviors.
 - Behavioral economics
 - Operational efficiency
 - Time management



Shape The Path

SHAPE THE PATH: *Environment, Route supports change*

Rally the herd

- Use social norms and peer pressure to reinforce new behaviors
 - Team dynamics
 - Organizational change
 - Collaboration



Barrier Broken, Behavior Unlocked

Sustain the change by embedding it into the culture.

- Change management
- Leadership
- Adaptability

Lasting change requires reinforcement and continuous adaptation.





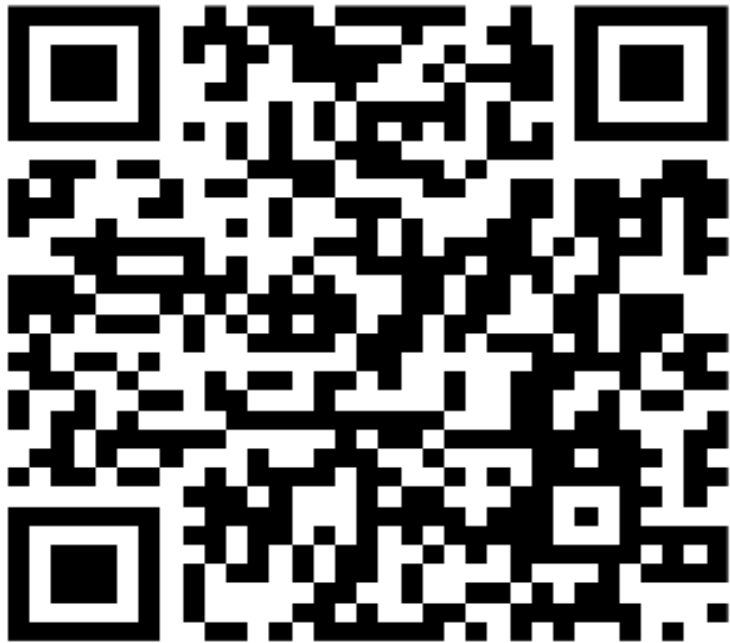
Wrap-Up + Q & A

1. Behavioral change is not just logical; it must be emotional and situational.
2. Small wins create momentum and make change easier to sustain.
3. Social norms and environmental tweaks can reinforce new behaviors.
4. Change leaders must simplify, inspire, and remove friction.
5. Success is not about willpower—it's about setting people up for success.



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DEE MADDONX, Chief Excellence Officer
DMX Consulting, LLC

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 <https://deemaddoxconsulting.com>

 dee@deemaddoxconsulting.com

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(469) 423-0678

