



Switch: How to Change Things When Change Is Hard by Chip Heath and Dan Heath | Key Takeaways, Analysis & Review

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PLEASE NOTE: THIS IS A COMPANION TO THE BOOK AND NOT THE ORIGINAL BOOK.

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Switch: How to Change Things When Change is Hard (2010) is about how to bring about change in an organization. Its main focus is changing behavior by appealing to the rational and emotional sides of people's psyches. To generate change, authors Chip and Dan Heath maintain, a leader must connect with both sides, the rational and the emotional. This is because sometimes, one side can work against the other and sabotage successful change. The rational side tends to analyze possibilities for change so much that it becomes unable to act—so change never occurs. The emotional side is ready, or even eager, to act on change, but it can act compulsively and without focus. This means that changes based solely on emotion are likely to fail. To bring about real change, a leader must stimulate the emotional side of a group's psyche to get the process of change underway, then harness its rational side to give this change a concerted direction...

This companion to Switch includes:

- Overview of the book
- Important People
- Key Takeaways
- Analysis of Key Takeaways
- and much more!

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