

True story-telling, some deep insight

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Getting people to change their habits can be a challenging task. But things aren't always as they seem.

Based on the book "Switch: How to change things when change is hard" you will learn that people aren't against change, they are against uncertainty. What looks like a people problem is often a situation problem and what looks like laziness often is tiredness.

We will look at people/situations as an elephant (our emotions) carrying a rider (our mind) and the road they travel (you can make a journey easier by clearing the path). To reach people you need to work on all 3 areas. You need to find the feeling (the elephant), you need to make people understand (the rider) and you need to make it easier for people to take action (the path).