

#1 *NEW YORK TIMES* BESTSELLER

SWITCH

HOW TO CHANGE THINGS

WHEN CHANGE IS HARD

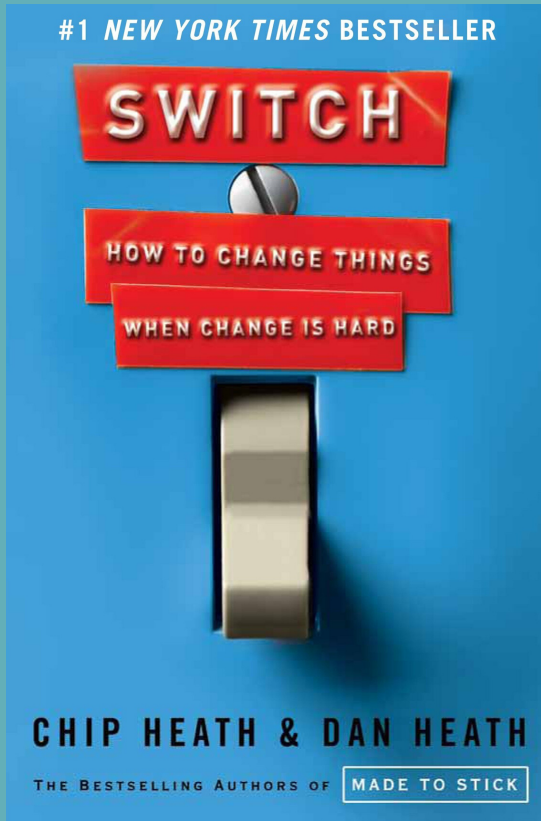
CHIP HEATH & DAN HEATH

THE BESTSELLING AUTHORS OF **MADE TO STICK**

ZACK'S FIVE FAVORITE QUOTES AND LESSONS

Switch

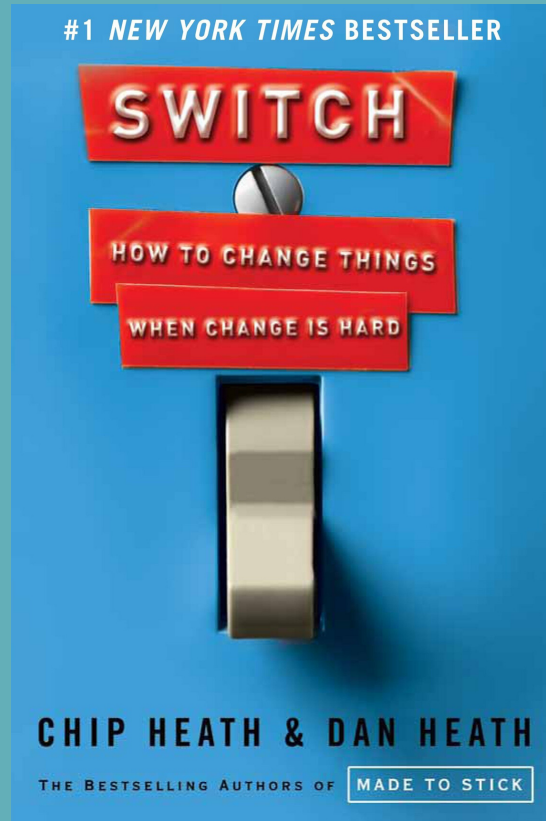
Chip Heath & Dan Heath



Being clear about a change:

Ambiguity is the enemy. Any successful change requires a translation of ambiguous goals into concrete behavior. In short, to make a switch, you need to **script the critical moves**.

Pages 53-54



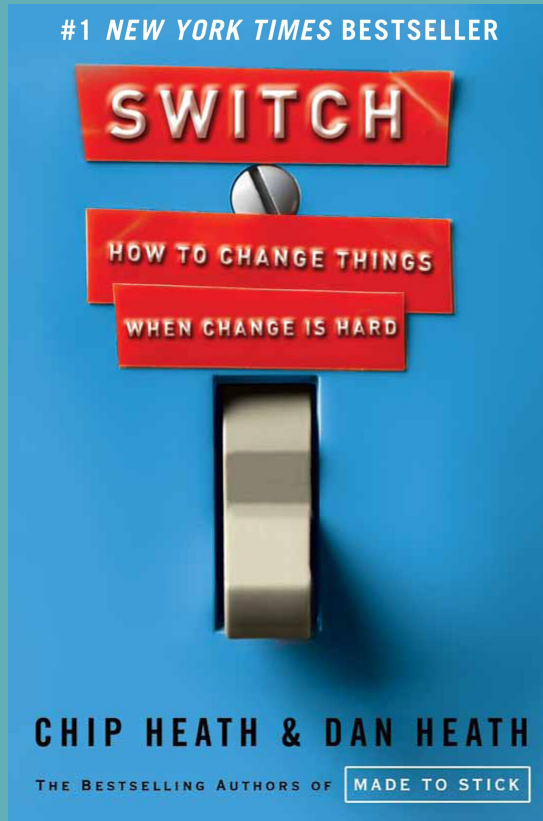
Start strong and get going:

*When you're at the beginning, don't obsess about the middle, because the middle is going to look different once you get there. Just look for **a strong beginning and a strong ending** and get moving.*



Motivation approach:

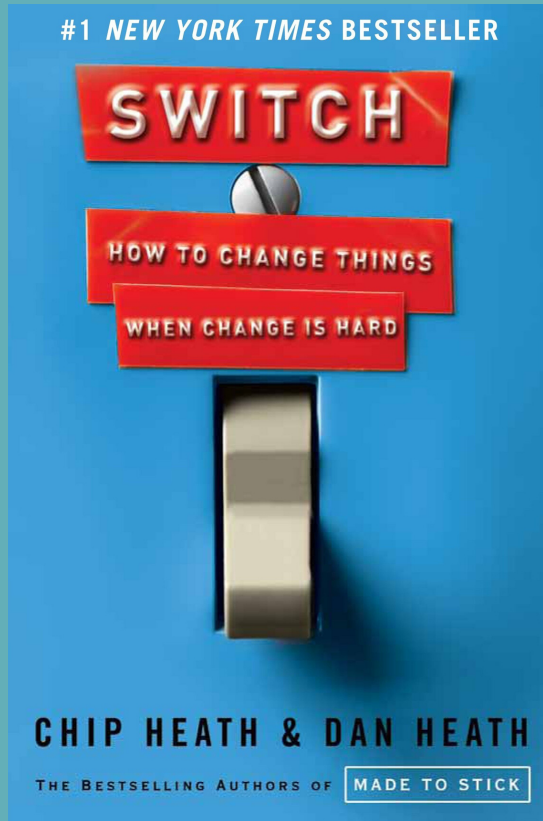
*People find it more motivating to be partly finished with a longer journey than to be at the starting gate of a shorter one. One way to motivate action is to make people feel as though they're already **closer to the finish line** than they may have thought.*

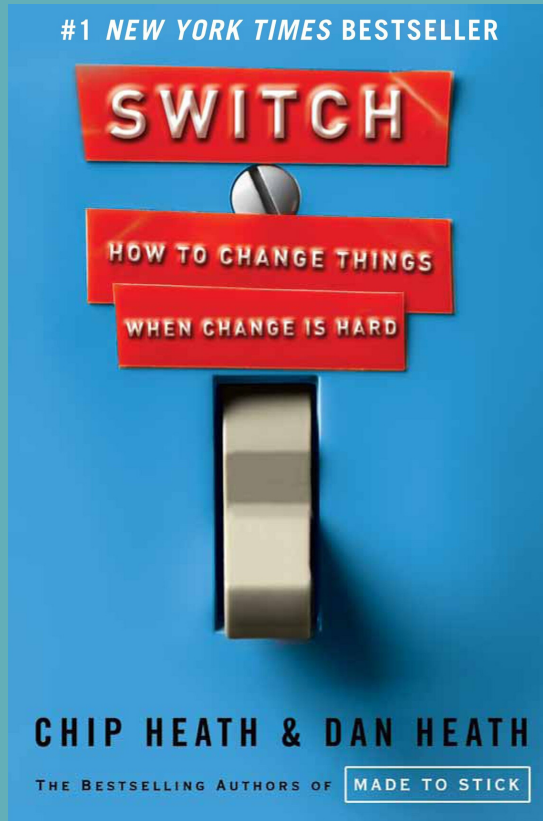




Importance of a growth mindset:

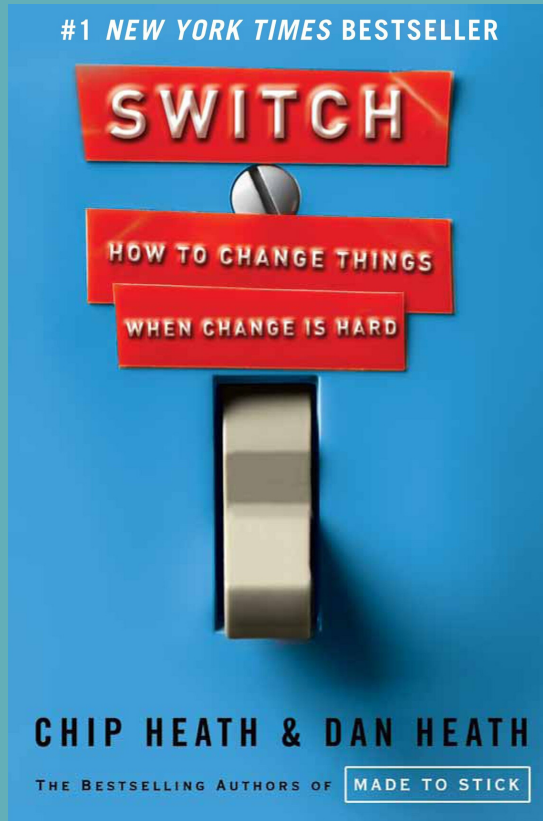
*The growth mindset is a buffer against defeatism. It **re-frames failure** as a natural part of the change process. And that's critical, because people will persevere only if they perceive falling down as learning rather than as failing.*





Embracing change:

*When change happens, it tends to follow a pattern. We've got to stop ignoring that pattern and **start embracing it.***



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