



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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Spent a free time to be fun activity to do! A lot of people spent their spare time with their family, or all their friends. Usually they doing activity like watching television, likely to beach, or picnic in the park. They actually doing ditto every week. Do you feel it? Do you want to something different to fill your free time/ holiday? May be reading a book might be option to fill your no cost time/ holiday. The first thing that you ask may be what kinds of reserve that you should read. If you want to test look for book, may be the reserve untitled Switch: How to Change Things When Change Is Hard by Chip Heath and Dan Heath | Key Takeaways, Analysis & Review can be great book to read. May be it might be best activity to you.

Richard Mendoza:

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