

THE HUMAN SIDE OF CHANGE

WHAT IS IT ABOUT?

The failure of many change projects boils down to the fact that too often, leaders pay such strict adherence to financial, structural, and strategic issues, that they overlook the human side of change.

People resist change. Change poses a threat to the stable certainty of our current actions and self-control.

Recent findings from neuroscience help us understand in greater depth what's at the heart (or the mind!) of this resistance to change. This helps us to adopt new strategies in preparing for and implementing change in organisations.



WHAT WILL YOU LEARN?

- Understand the psychology of change and what we can do change mindsets and transform behaviours
- Gain insights from the field of neuroscience about why people resist change and which new strategies we can adopt in leading people through change
- Explore how we can design a change management process that accounts for the basic human social needs of autonomy, competence and relatedness

**CHANGE PEOPLE AND
THE SYSTEM WILL
FOLLOW**

Copyright 2024 @Twyla Limited

COLLABORATION



WHOM IS IT FOR?

Managers and leaders who need to lead their people through change

METHODOLOGY, TOOLS, TECHNIQUES TAUGHT

- The SCARF model involves five domains of human social experience: Status, Certainty, Autonomy, Relatedness and Fairness. (Rock, 2008)
- These five domains activate either the 'primary reward' or 'primary threat' circuitry (and associated networks) of the brain.

Learning for the curious

