Switch
Chip Heath and Dan Heath

A discussion guide for the Simple Scrapper Book Club.

QUOTE // p. 56 - "Change begins at the level of individual decisions and behaviors, but that's a hard place to start because that's where the friction is. Inertia and decision paralysis will conspire to keep people doing things the old way."

QUESTION // Q1. What is a change in scrapbooking you've tried (and not succeeded) to make?

QUOTE // In Chapter 2, Find the Bright Spots, the authors discuss solutions-focused therapy and pose a powerful question of visiting "How would your day be different if you…"

QUESTION // Q2. How would your day (or week) be different if you successfully made the change you mentioned in the first question?

QUOTE // p. 17 - The premise of Switch is that a three-part framework can "guide you in any situation where you need to change behavior":

1. Direct the Rider - What looks like resistance is often a lack of clarity. So provide crystal-clear direction.

2. Motivate the Elephant - What looks like laziness is often exhaustion. It's critical that you engage people's emotional side.

3. Shape the Path - What looks like a people problem is often a situation problem. When you shape the path, you make change more likely.

INFOGRAPHIC // https://s-media-cache-ak0.pinimg.com/564x/d8/81/f5/d881f59b22ad31042c1ccc7ab18f2063.jpg

NOTE // We're going to break down each part into steps and brainstorm ideas related to one of the changes mentioned tonight: creating more consistently.

QUOTE // Direct the Rider: Follow the Bright Spots - Investigate what's working and clone it.

QUESTION // Q3. What does the day/week look like of someone who creates consistently?

QUOTE // Direct the Rider: Script the Critical Moves - Don't think big picture, think in terms of specific behaviors.

QUESTION // Q4. What small, specific steps make the difference between creating consistently and not?

QUOTE // Direct the Rider: Point to the Destination - Change is easier when you know where you are going and why it's worth it.

QUESTION // Q5. How do you define "consistently"? What does that look like?

QUOTE // Motivate the Elephant: Find the Feeling - Knowing something isn't enough to cause change. Make people feel something.

QUESTION // Q6. Why is it important to you to create consistently?

QUOTE // Motivate the Elephant: Shrink the Change - Break down the change until it no longer spooks the Elephant.

QUESTION // Q7. What is the first small step you would take to start this change? And the second?

QUOTE // Motivate the Elephant: Grow Your People - Cultivate a sense of identify and instill the growth mindset.

QUESTION // Q8. What are some ways you can leverage this community (or your at-home community) to create more consistently?

QUOTE // Shape the Path: Tweak the Environment - When the situation changes, the behavior changes. So change the the situation.

QUESTION // Q9. How can you set your creative space up for greater success in creating consistently?

QUOTE // Shape the Path: Build Habits - When behavior is habitual, it's "free" - it doesn't tax the rider. Look for ways to encourage habits.

QUESTION // Q10. What is one habit you could focus on, that would support creating more consistently?

QUOTE // Shape the Path: Rally the Herd - Behavior is contagious. Help it spread.

QUESTION // Q11. What is one piece of advice you would give someone else trying to scrapbook more consistently?