



Managing Change

Teams, Personal and Professional Development



Joanna Candler

 [@JoCand0](https://twitter.com/JoCand0)

“Change is Hard”

Paradox:

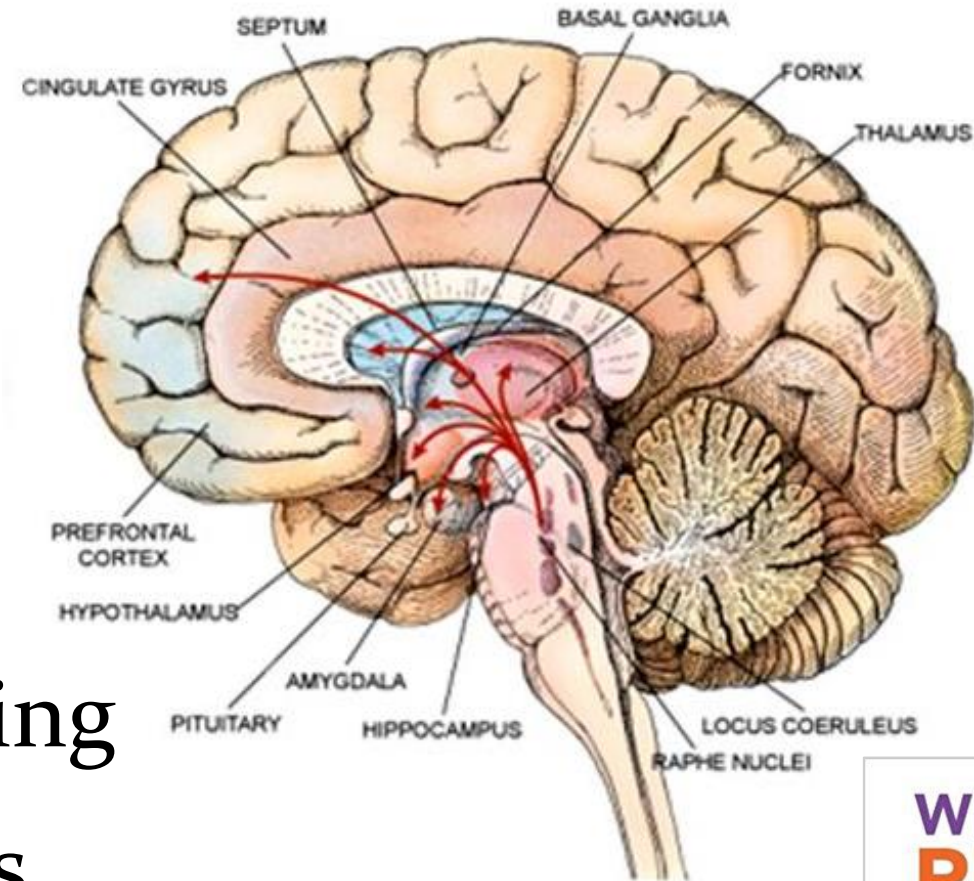
- The brain likes novelty
- “A change is as good as a rest.”

So why is change hard?



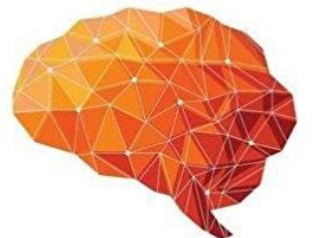
“Change is Hard”

- Amygdala – fear
- Entorhinal – place
- Hippocampus – learning
- Basal Ganglia – habits
- Habenula - failure



WIRED TO RESIST

The Brain Science of Why Change Fails and a New Model for Driving Success

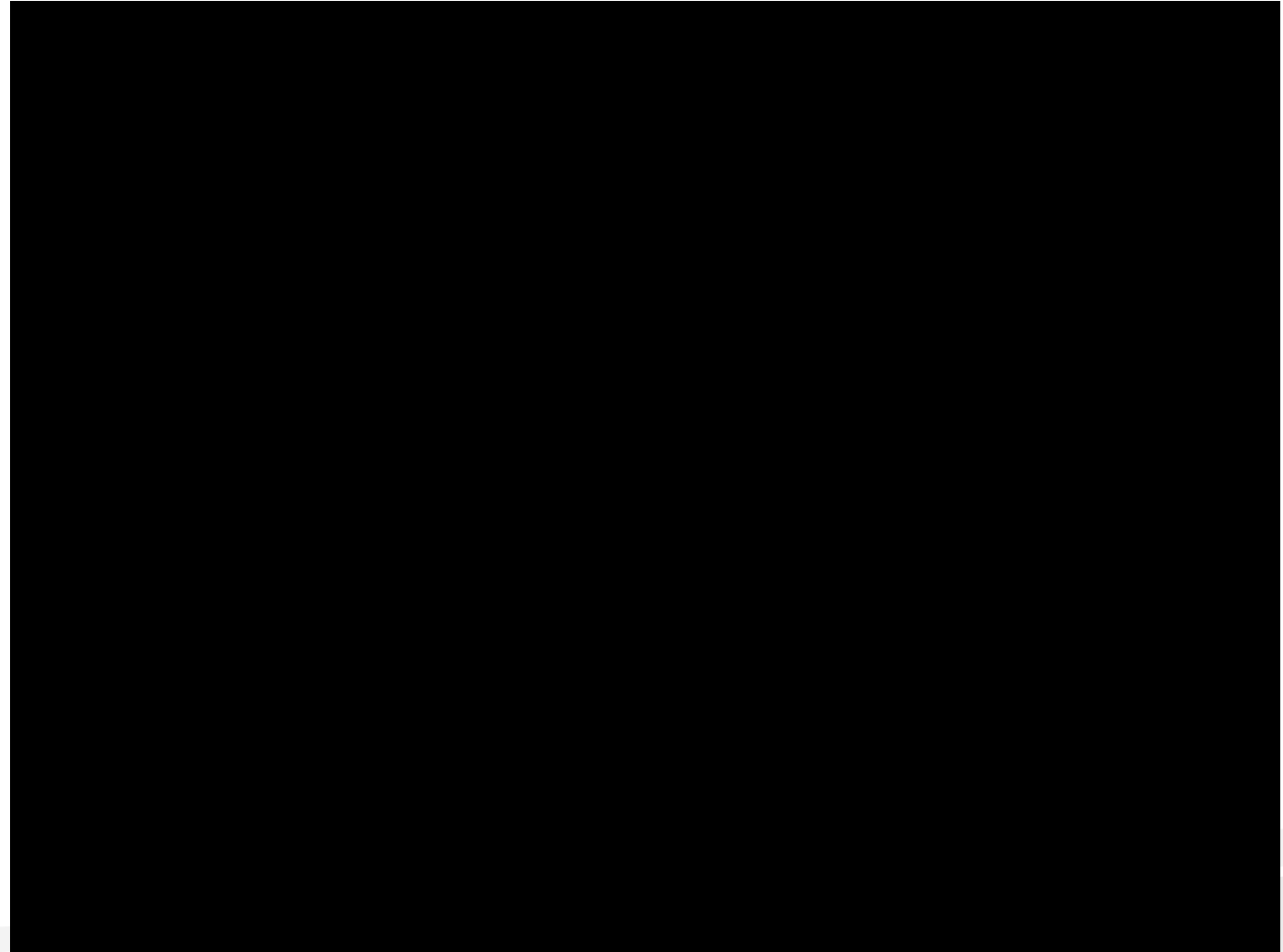


Britt Andreatta, PhD

Author of *Wired to Grow*, *Leading with Emotional Intelligence*, *Leading Change*, *The Neuroscience of Learning*, and *Having Difficult Conversations*

Amygdala - Fear

- Response to threats/danger
- Fight / flight / freeze



<https://youtu.be/jEHwB1PG-Q>



Habenula - Failure

- Responsible for decision making and actions
- Restricts rewards (dopamine) if we get things wrong

Stress + failure can lead to

“Learned Helplessness”

- “ If we have enough negative experiences we become conditioned to expect failure and we just give up and stop trying...even when things have changed... We reach a point where we just can't motivate ourselves emotionally or physically to try anymore.”

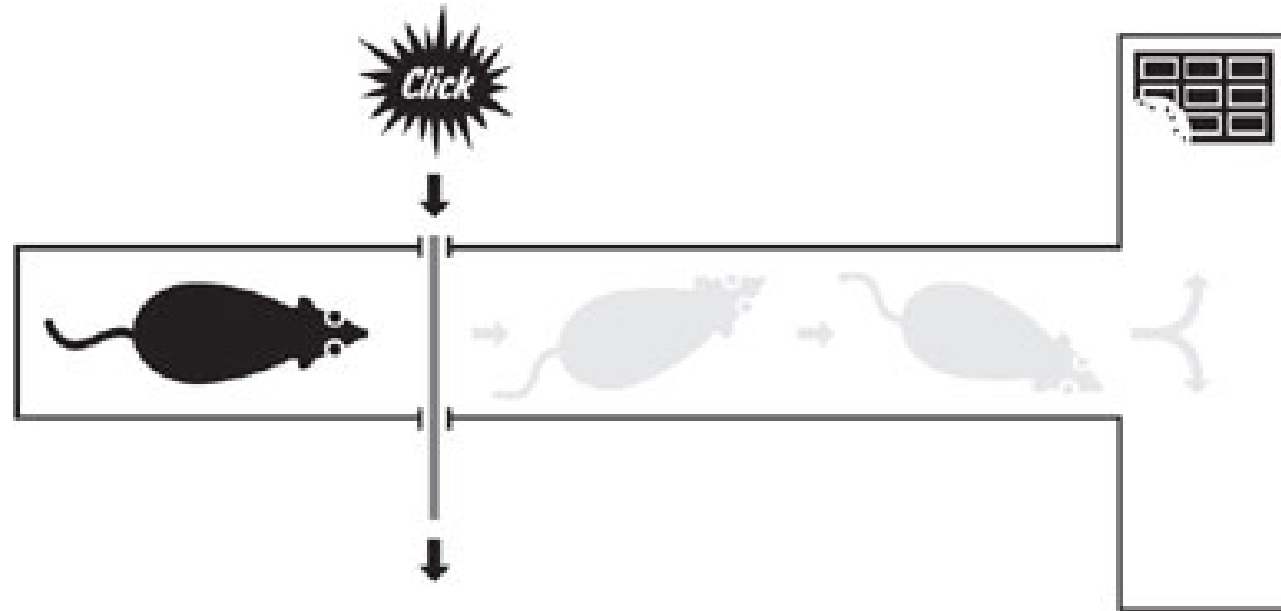
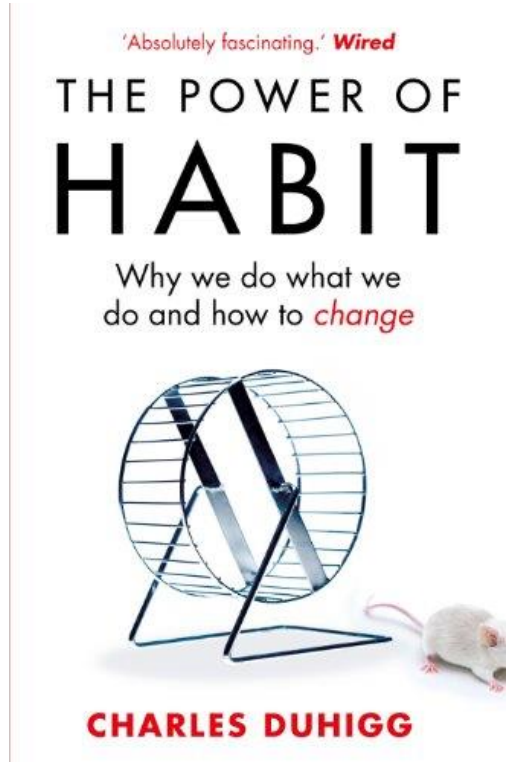


Basal Ganglia - Habits

- Takes behaviours we do frequently and turns them into habits
- Saves energy
- Habits at work

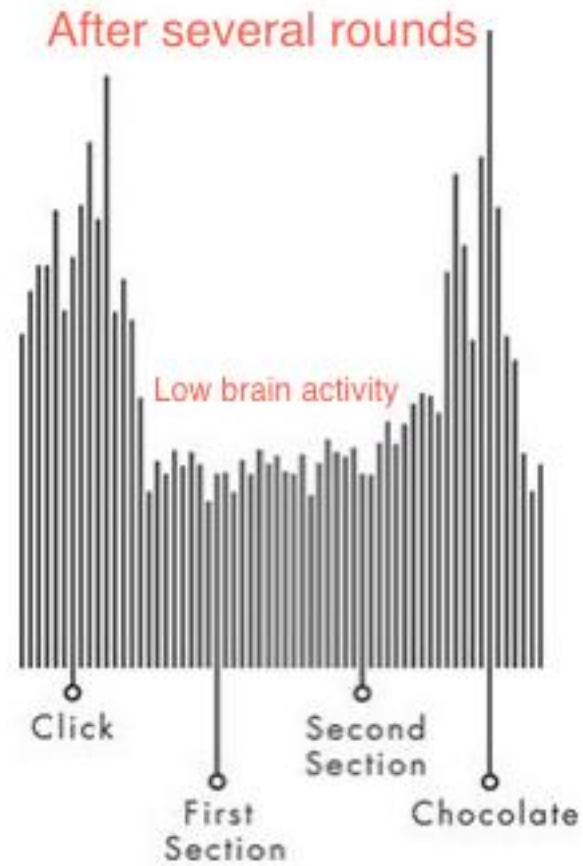
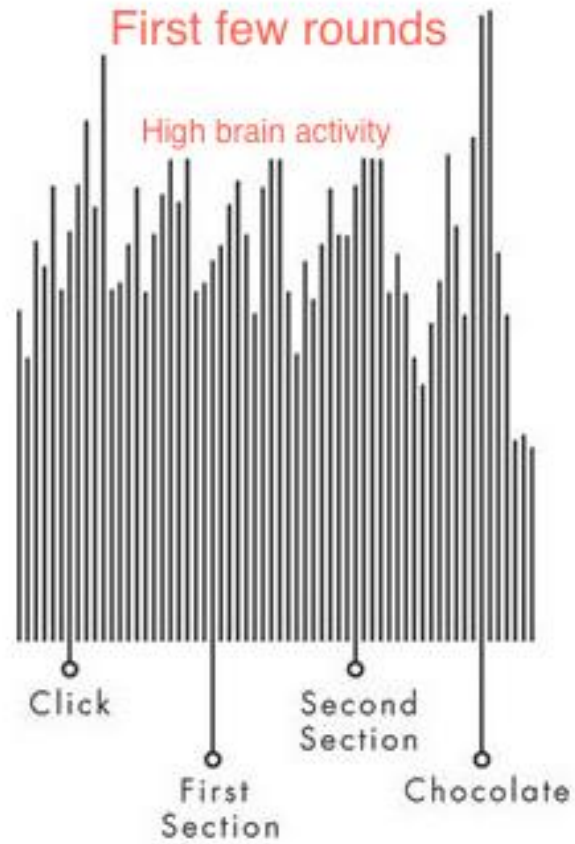


Basal Ganglia - Habits

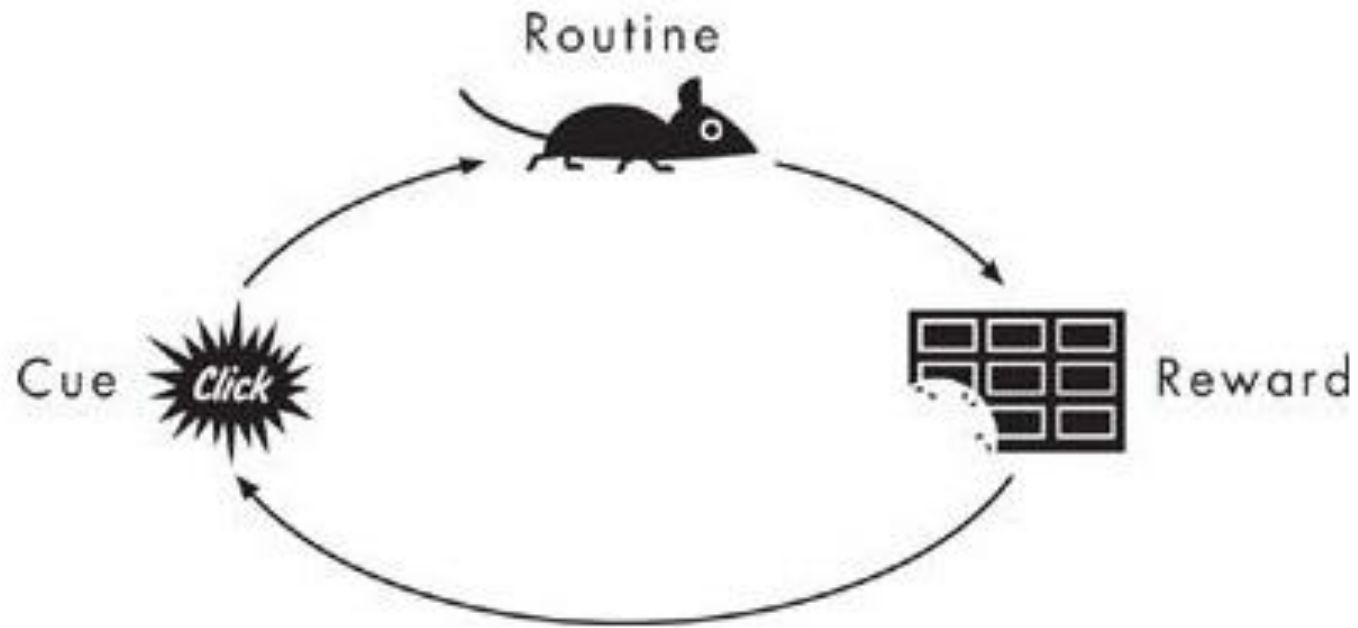




Basal Ganglia - Habits

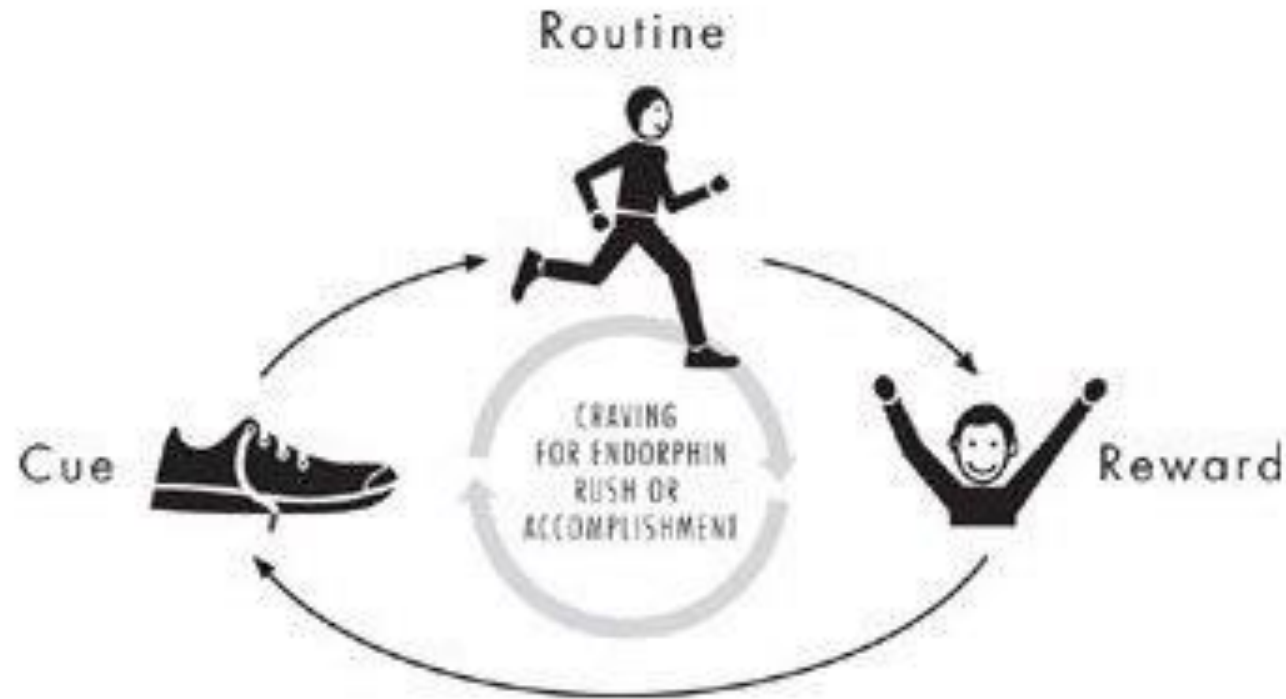


Basal Ganglia - Habits



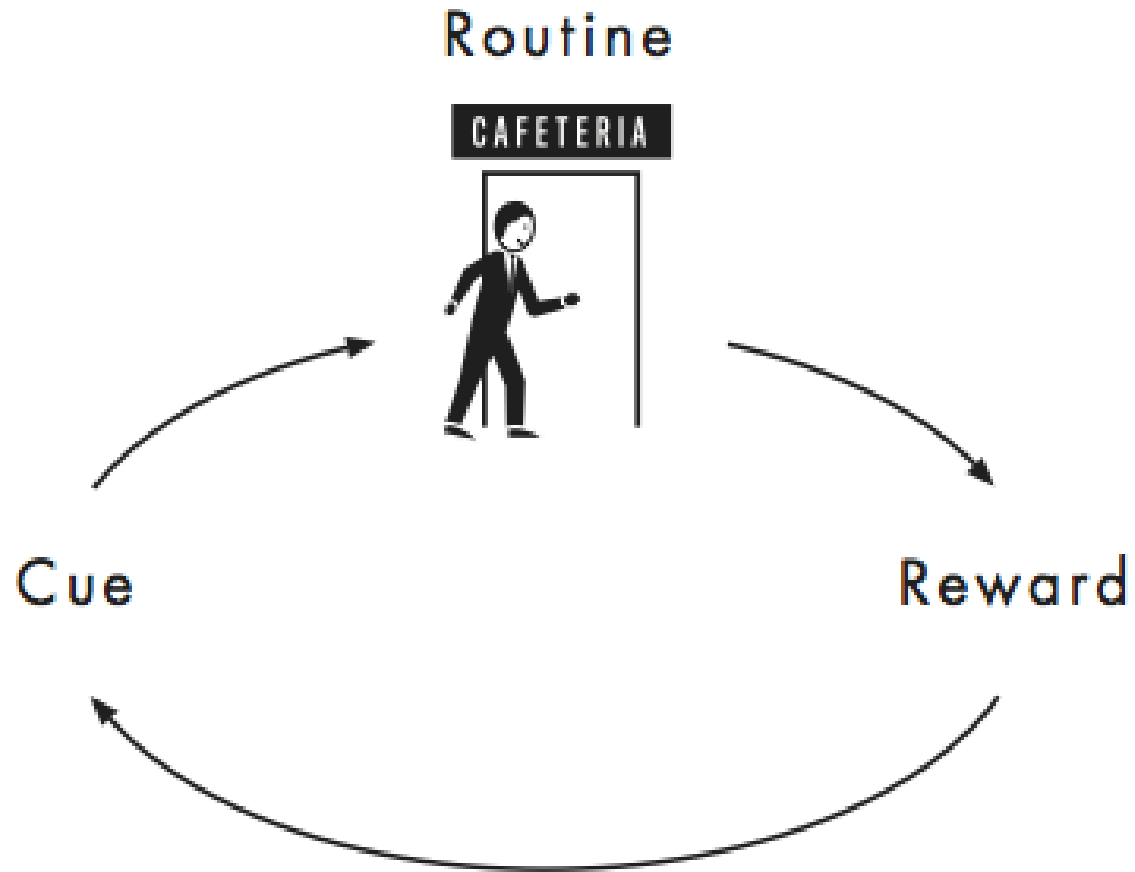
THE HABIT LOOP

Basal Ganglia - Habits



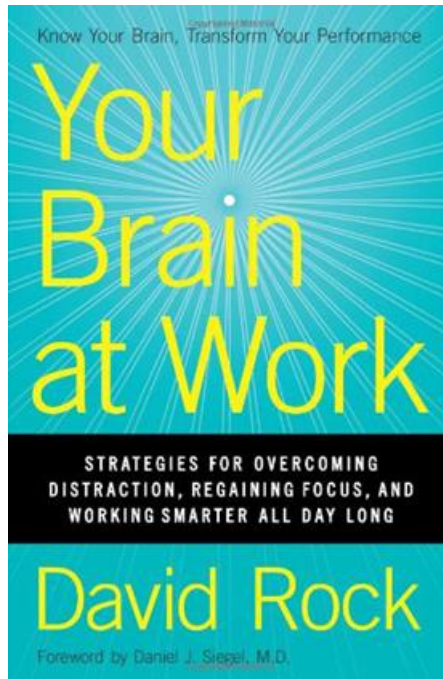


The cookie habit





The social brain – social neuroscience

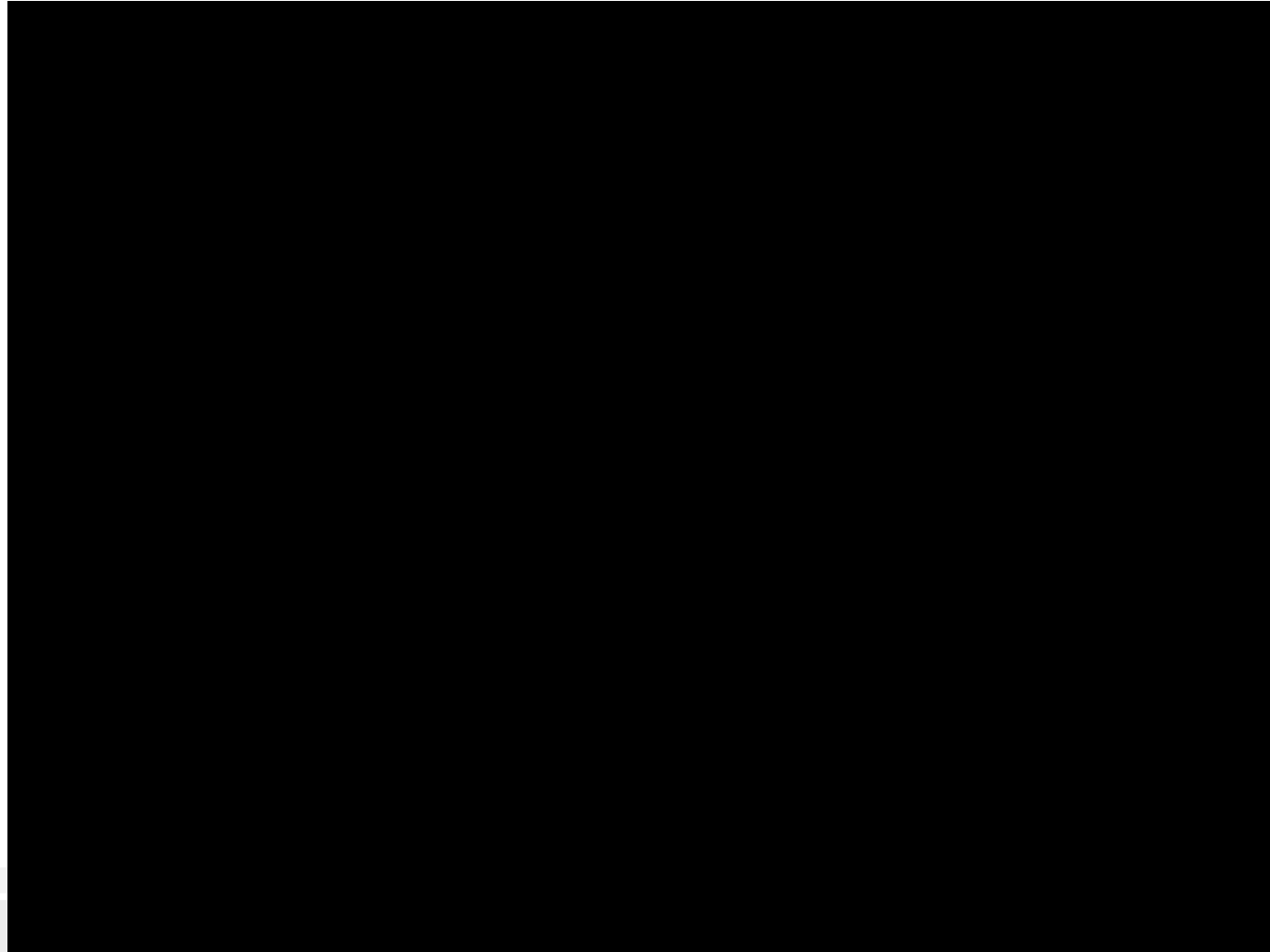


- Maslow was wrong
- Social (belonging) is a basic human need
- Feeling excluded is felt in the same part of the brain that feels physical pain
- The approach (reward)/avoid (threat) response

<https://youtu.be/5Wu33SdjeCs>

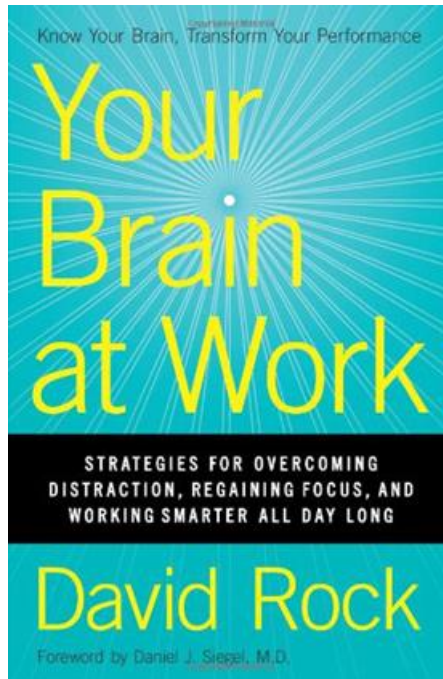


SCARF model





The SCARF model



- Status
- Certainty
- Autonomy
- Relatedness
- Fairness

<https://www.strategy-business.com/article/09306?gko=5df7f>