

## Call Information

Join us as we work through the book Switch and we come together to create the future of Sales Professionals.

Web Calls will be the 4th Tuesday of the month at 7PM MST.

Here are the call in details. If you want to be added to the calendar invite please email [peterbriss@gmail.com](mailto:peterbriss@gmail.com)

Join from PC, Mac, Linux, iOS or Android: <https://zoom.us/j/6600493322>

Or Telephone:

Dial: +1 408 638 0968 (US Toll) or +1 646 558 8656 (US Toll)

Meeting ID: 660 049 3322

Or iPhone one-tap (US Toll): +14086380968,6600493322# or +16465588656,6600493322#

# Why are associations struggling?

- Time Compression
- Low priority
- Stagnant
- Those pesky millennials
- Decreasing relevance

# Why do people come?

- Community
- Collaboration
- Content
- Celebration
- Change

# What is going away?

- Community
- Collaboration
- ~~Content~~
- Celebration
- Change

Replaced with  
Conversations

# Questions to answer

- Why did you join?
- Why do you still attend?
- What purpose do we serve today?

# New Comers

- Who do we want to attract?
- What do we have to offer them?
- What do they want?
- Where can you find them?
- When do they want to meet? (how long, how often)
- Why should they choose us?

# 3 Main Sections of the Book

- Direct The Rider – October 25<sup>th</sup>, 7PM MST
- Motivate The Elephant – November 29<sup>th</sup>, 7PM MST
- Shape The Path - TBD

## Direct the Rider

- Follow the bright spots
- Script the critical moves
- Point to the destination

## Motivate the Elephant

- Find the feeling
- Shrink the change
- Grow your people

## Shape the Path

- Tweak the environment
- Build habits
- Rally the herd



***For things to change, somebody somewhere has to start acting differently. Maybe it's you, maybe it's your team.***

***Picture that person (or people).***

***Each has an emotional Elephant side and a rational Rider side.***

***You've got to reach both. And you've also got to clear the way for them to succeed. In short, you must do three things:***

## **DIRECT the Rider**

**FOLLOW THE BRIGHT SPOTS.** Investigate what's working and clone it. [Jerry Sternin in Vietnam, solutions-focused therapy]

**SCRIPT THE CRITICAL MOVES.** Don't think big picture, think in terms of specific behaviors. [1% milk, four rules at the Brazilian railroad]

**POINT TO THE DESTINATION.** Change is easier when you know where you're going and why it's worth it. ["You'll be third graders soon," "No dry holes" at BP]

## **MOTIVATE the Elephant**

**FIND THE FEELING.** Knowing something isn't enough to cause change. Make people feel something. [Piling gloves on the table, the chemotherapy video game, Robyn Waters's demos at Target]

**SHRINK THE CHANGE.** Break down the change until it no longer spooks the Elephant. [The 5-Minute Room Rescue, procurement reform]

**GROW YOUR PEOPLE.** Cultivate a sense of identity and instill the growth mindset. [Brasilata's "inventors," junior-high math kids' turnaround]

## **SHAPE the Path**

**TWEAK THE ENVIRONMENT.** When the situation changes, the behavior changes. So change the situation. [Throwing out the phone system at Rackspace,

1-Click ordering, simplifying the online time sheet]

**BUILD HABITS.** When behavior is habitual, it's "free" —it doesn't tax the Rider. Look for ways to encourage habits. [Setting "action triggers," eating two bowls of soup while dieting, using checklists]

**RALLY THE HERD.** Behavior is contagious. Help it spread. ["Fataki" in Tanzania, "free spaces" in hospitals, seeding the tip jar]