

The Catalyst

HOW TO CHANGE ANYONE'S MIND

Have something you want to change? Want to change someone's mind or how an organization works? It's not about pushing harder, or being more persuasive, it's about removing the barriers to change. **REDUCE** these five key roadblocks and you can change anything.

R

REACTANCE

When pushed, people push back. So rather than telling people what to do, or trying to persuade, catalysts allow for agency and encourage people to convince themselves. How can we allow for agency (Truth campaign), provide a menu (Nafeez Amin), or highlight a gap (Smoking Kid)?

E

ENDOWMENT

People are wedded to what they're already doing. The status quo. To ease endowment, we need to surface the costs of inaction (Gloria Barrett), burn the ships (Cortes), and frame new things as regaining a loss (Brexit).

D

DISTANCE

Perspectives that are too far away fall in the region of rejection and get discounted. So start by asking for less (Silvia Branscom). Find an unsticking point and use it to switch the field (Deep Canvassing).

U

UNCERTAINTY

Change almost always involves uncertainty, and this ambiguity makes people hit the pause button, stemming action. To get people to un-pause, increase trialability. Harness freemium (Dropbox), reduce upfront costs (Zappos), and drive discovery (Acura Experience).

C

CORROBORATING EVIDENCE

Sometimes one person, isn't enough. Some things need more proof. So find reinforcement. Use multiple sources (Mike Loverde), concentrate them close in time, and figure out whether you need a firehose or a sprinkler.

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