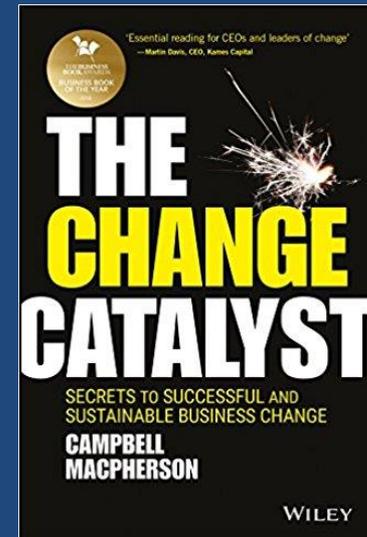


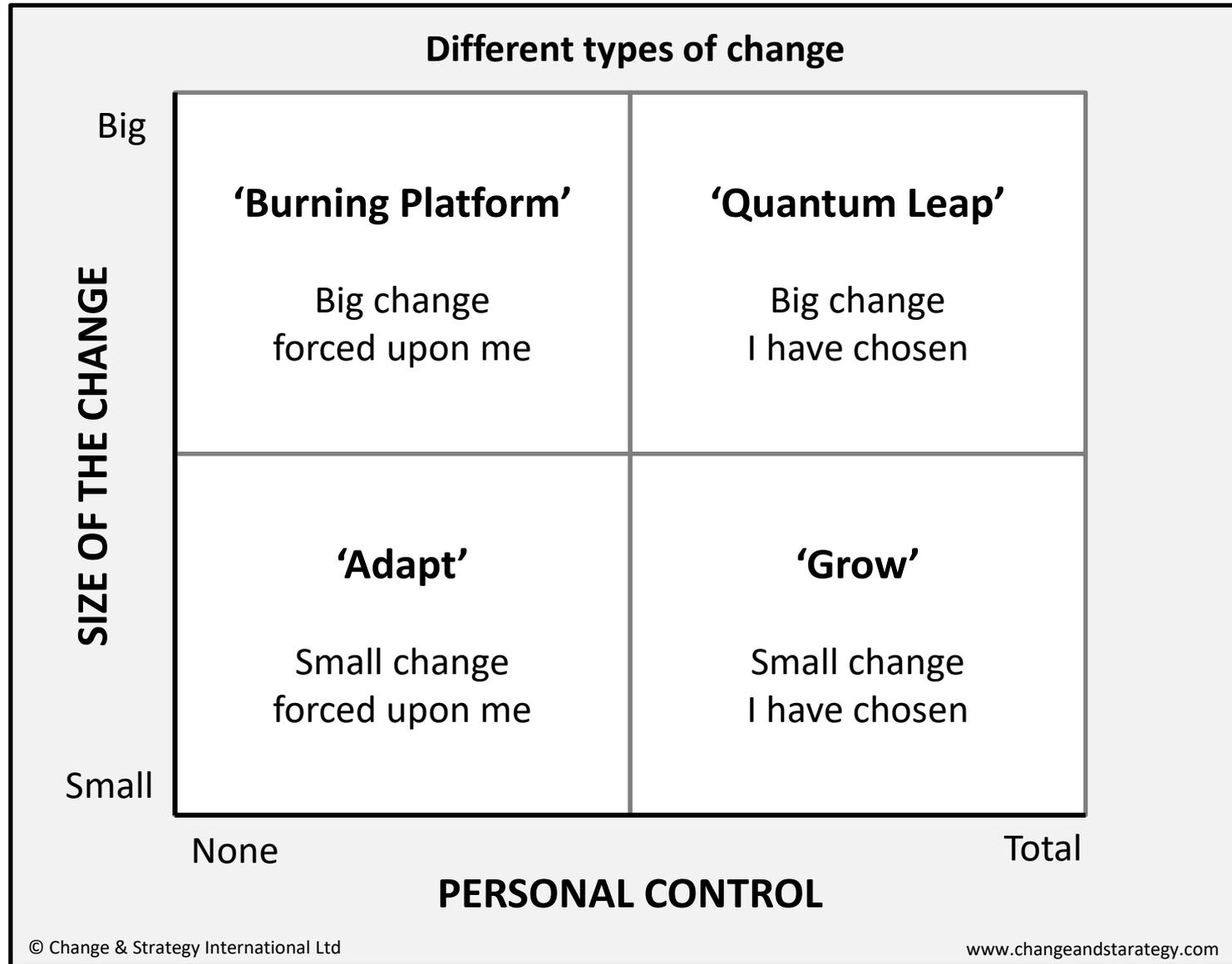
## How we react to different types of change

From 'The Power to Change'

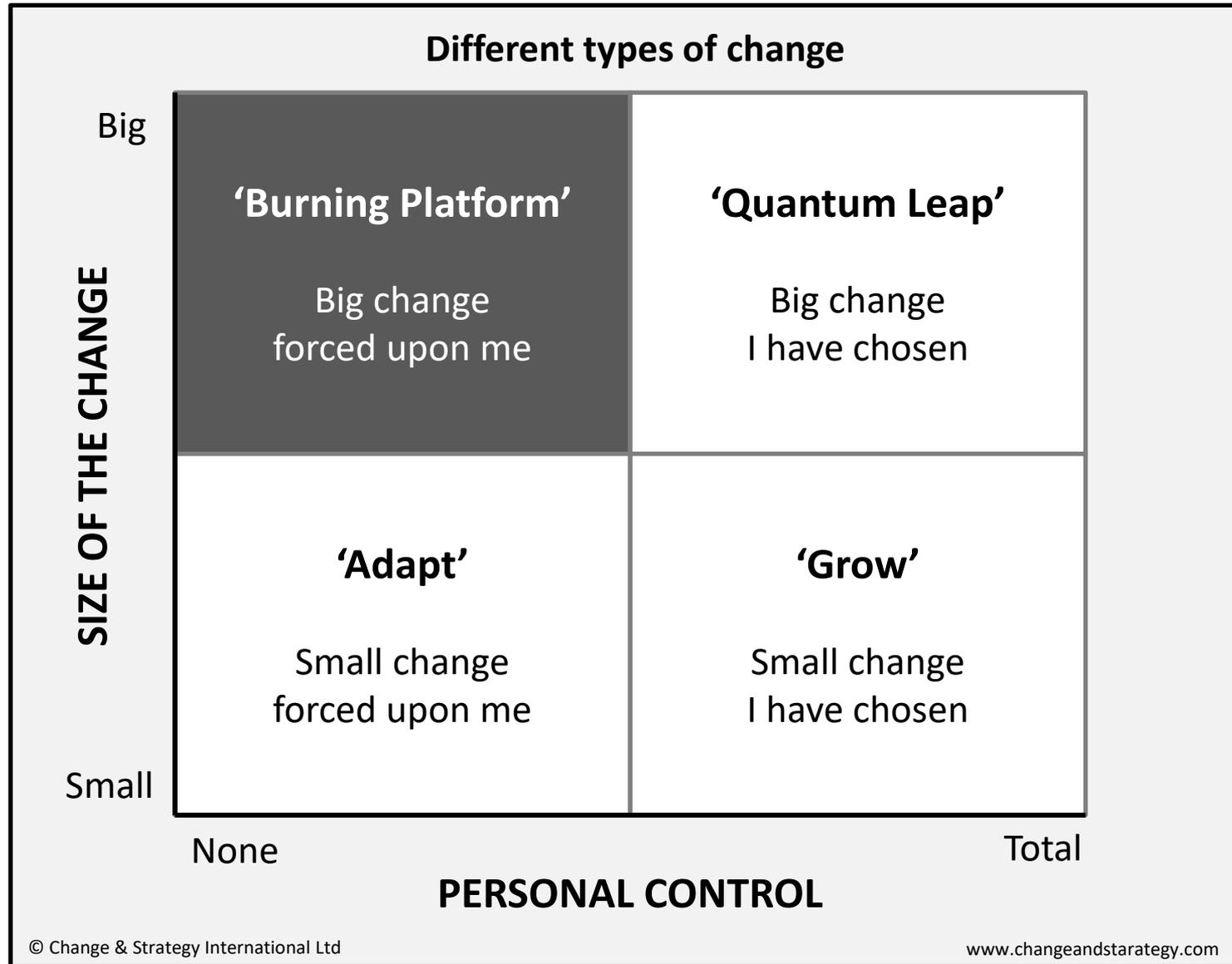
Campbell Macpherson  
Change & Strategy International Ltd  
Author of The Change Catalyst  
2018 Business Book of the Year



# THE CHANGE MATRIX

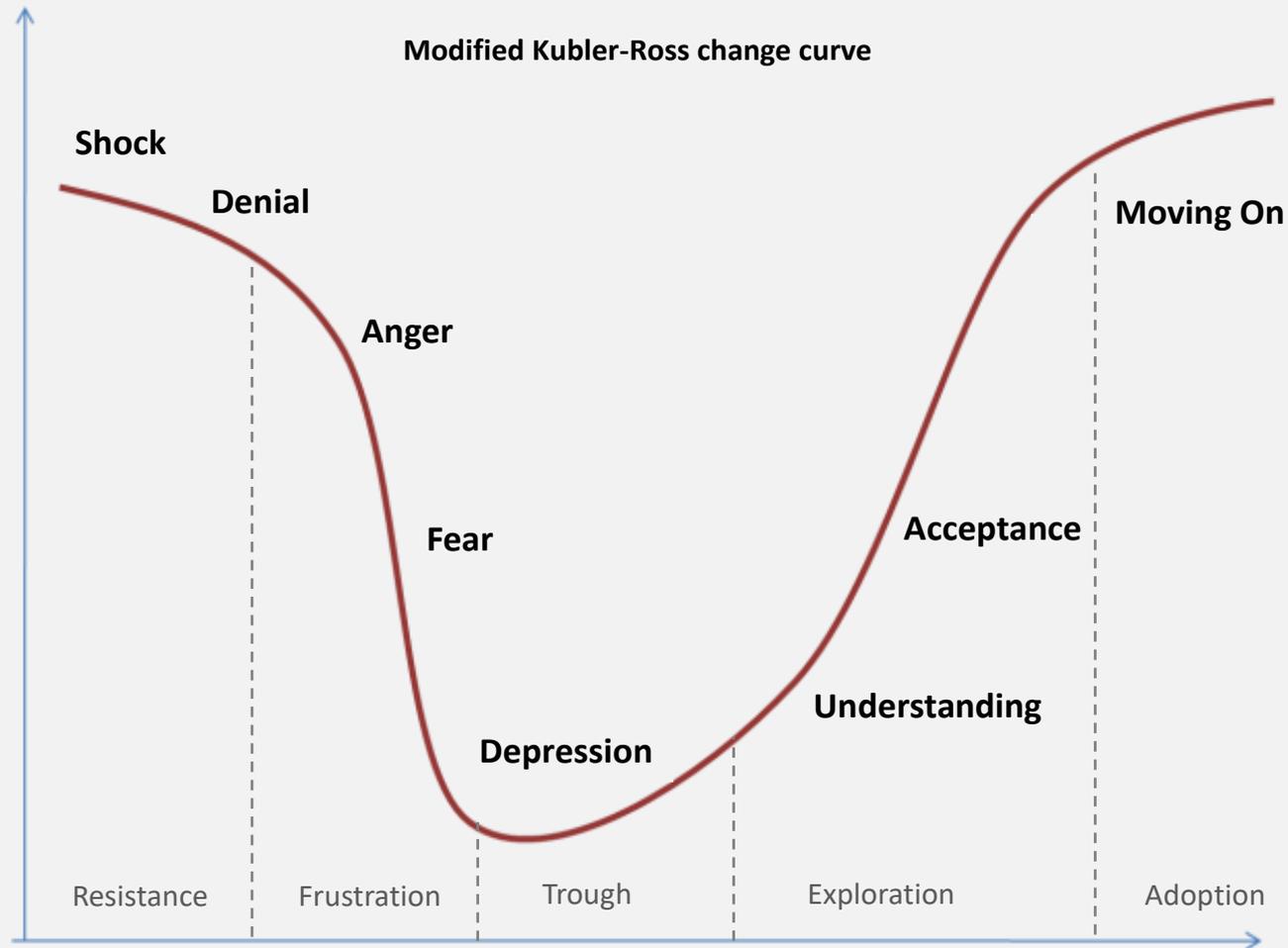


# THE CHANGE MATRIX

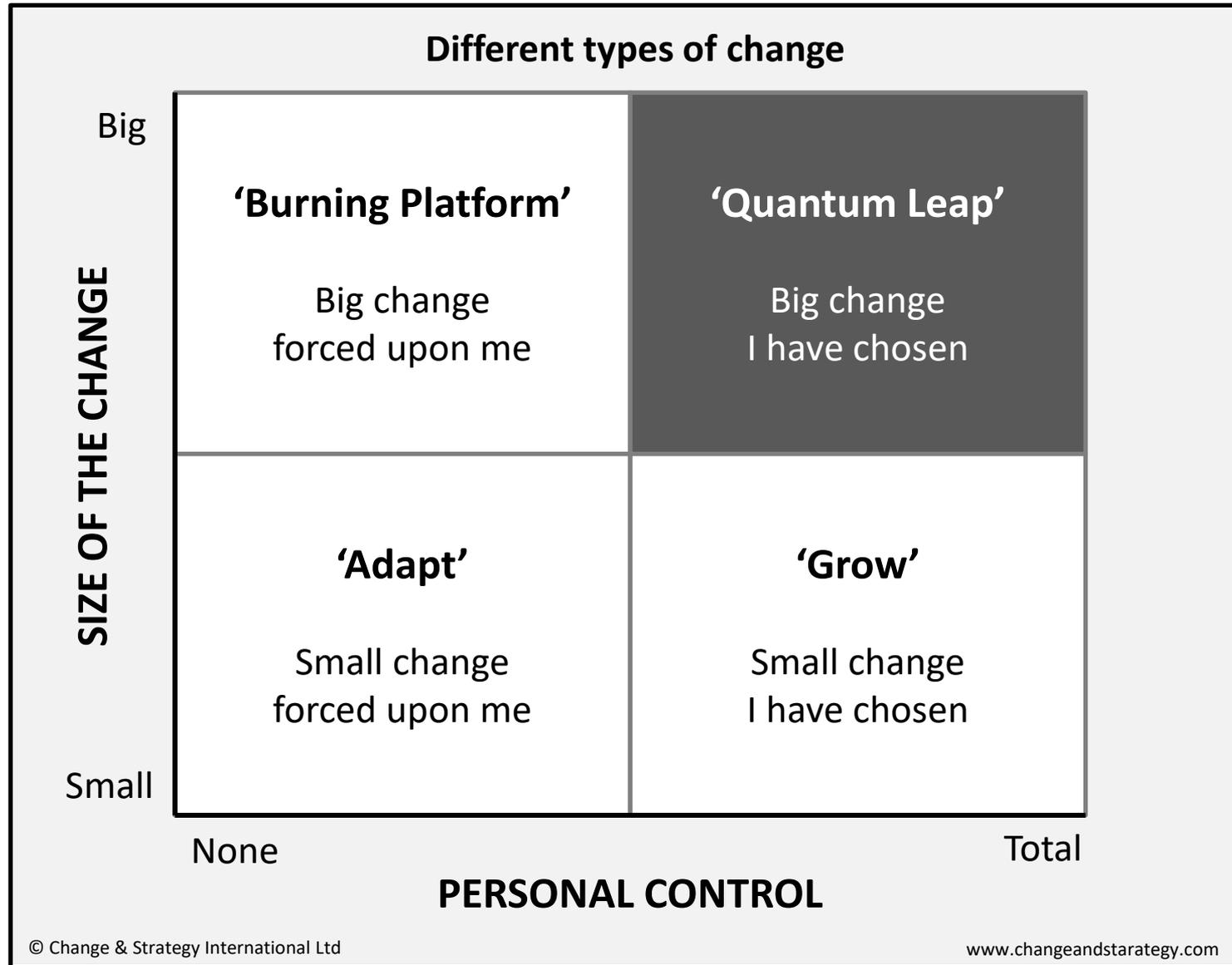


# THE 'BURNING PLATFORM' CHANGE CURVE

Our reaction to **change that is done to us** is both personal and predictable.

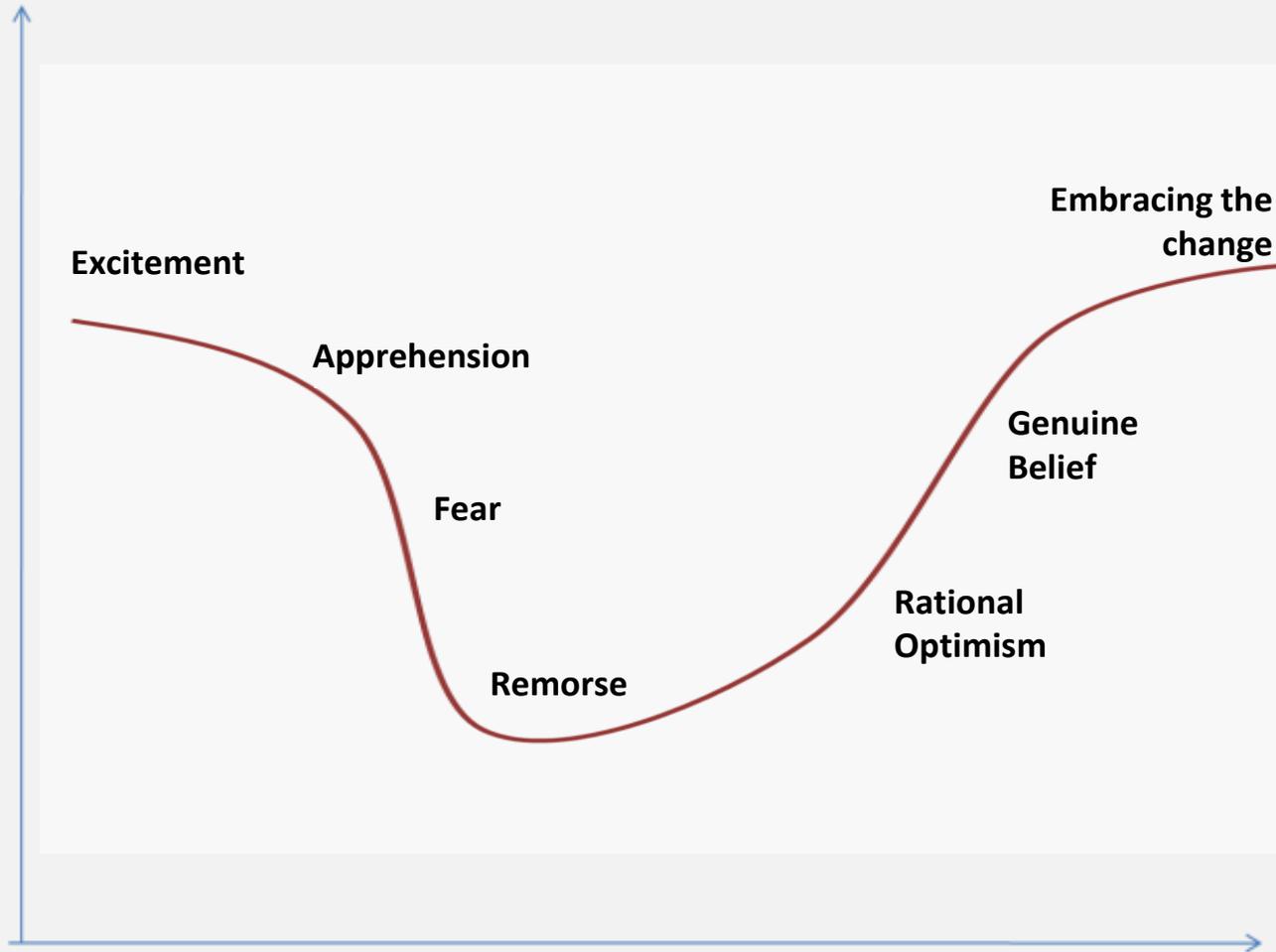


# THE CHANGE MATRIX



# THE 'QUANTUM LEAP' CHANGE CURVE

Our reaction to **change we instigate** follows a similar pattern ...



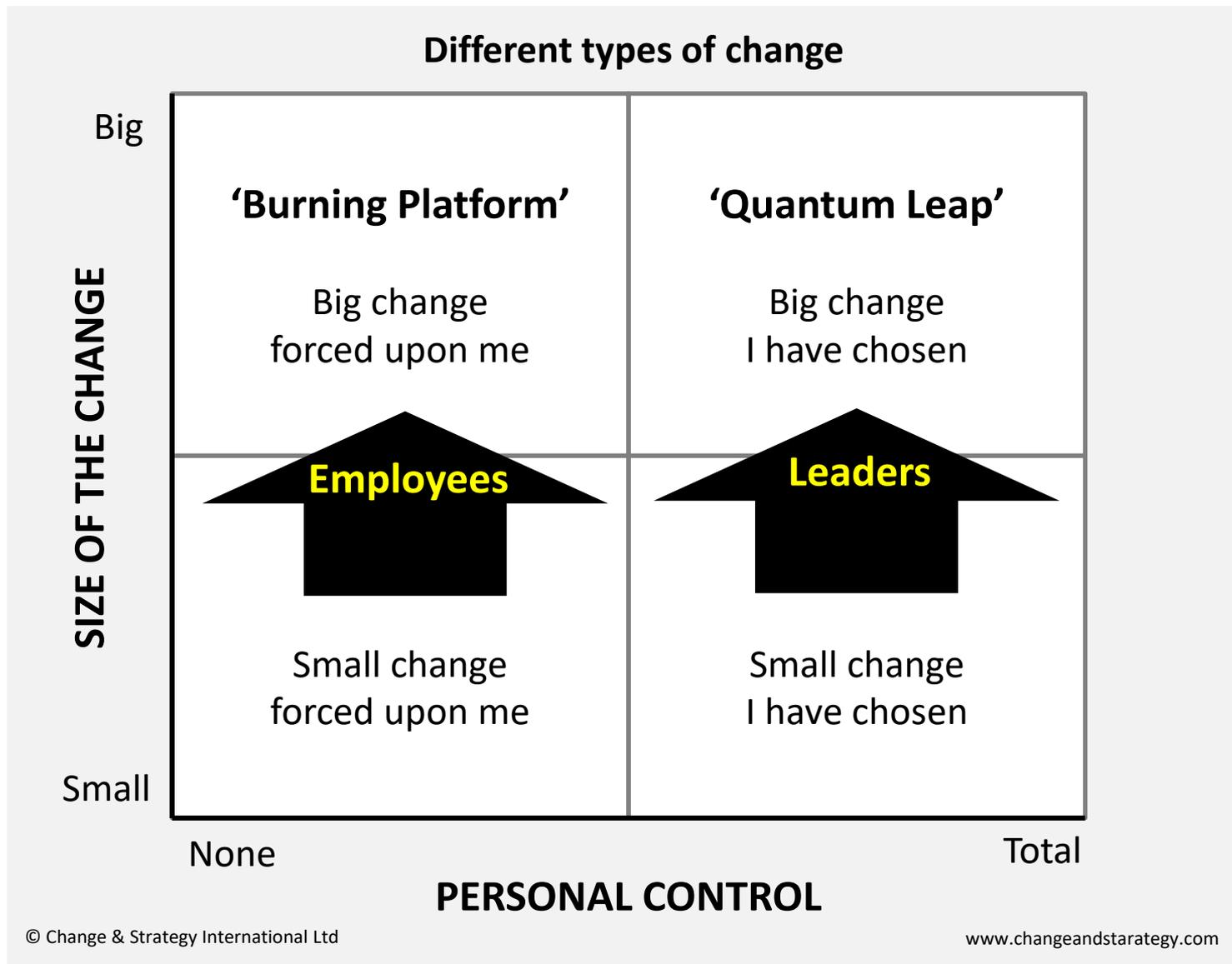
# THE CHANGE MATRIX

Different types of change require different reactions

Big	<b>'Burning Platform'</b>  Big change forced upon me  <i>Accept and look for opportunities</i>	<b>'Quantum Leap'</b>  Big change I have chosen  <i>Prepare, embrace and don't look back</i>
	<b>'Adapt'</b>  Small change forced upon me  <i>Accept and put into perspective</i>	<b>'Grow'</b>  Small change I have chosen  <i>Continual personal development</i>
Small	None	Total

**PERSONAL CONTROL**

# THE CHANGE MATRIX



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