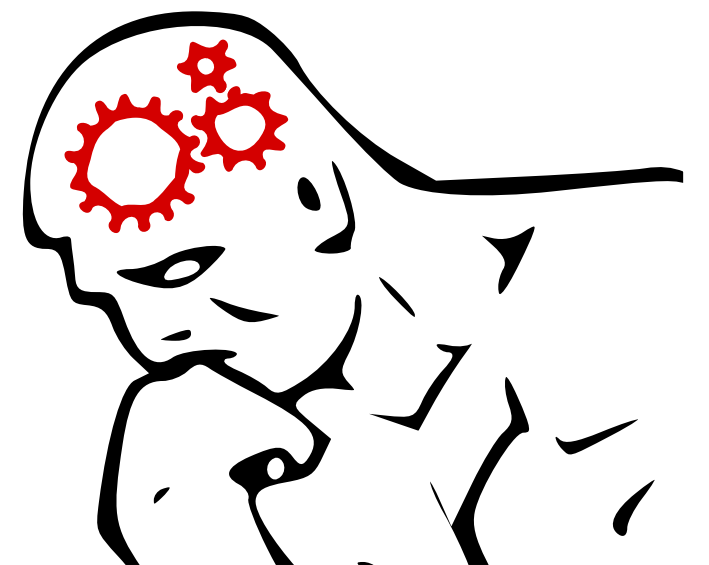
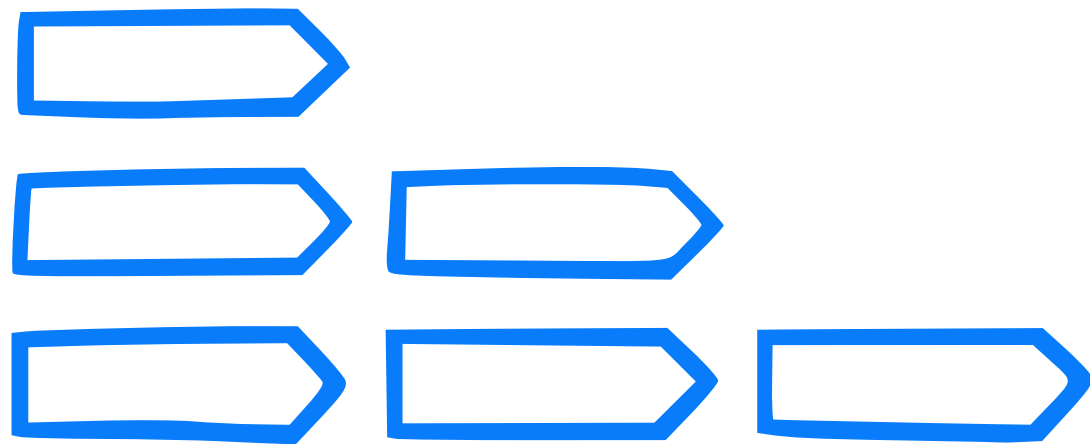
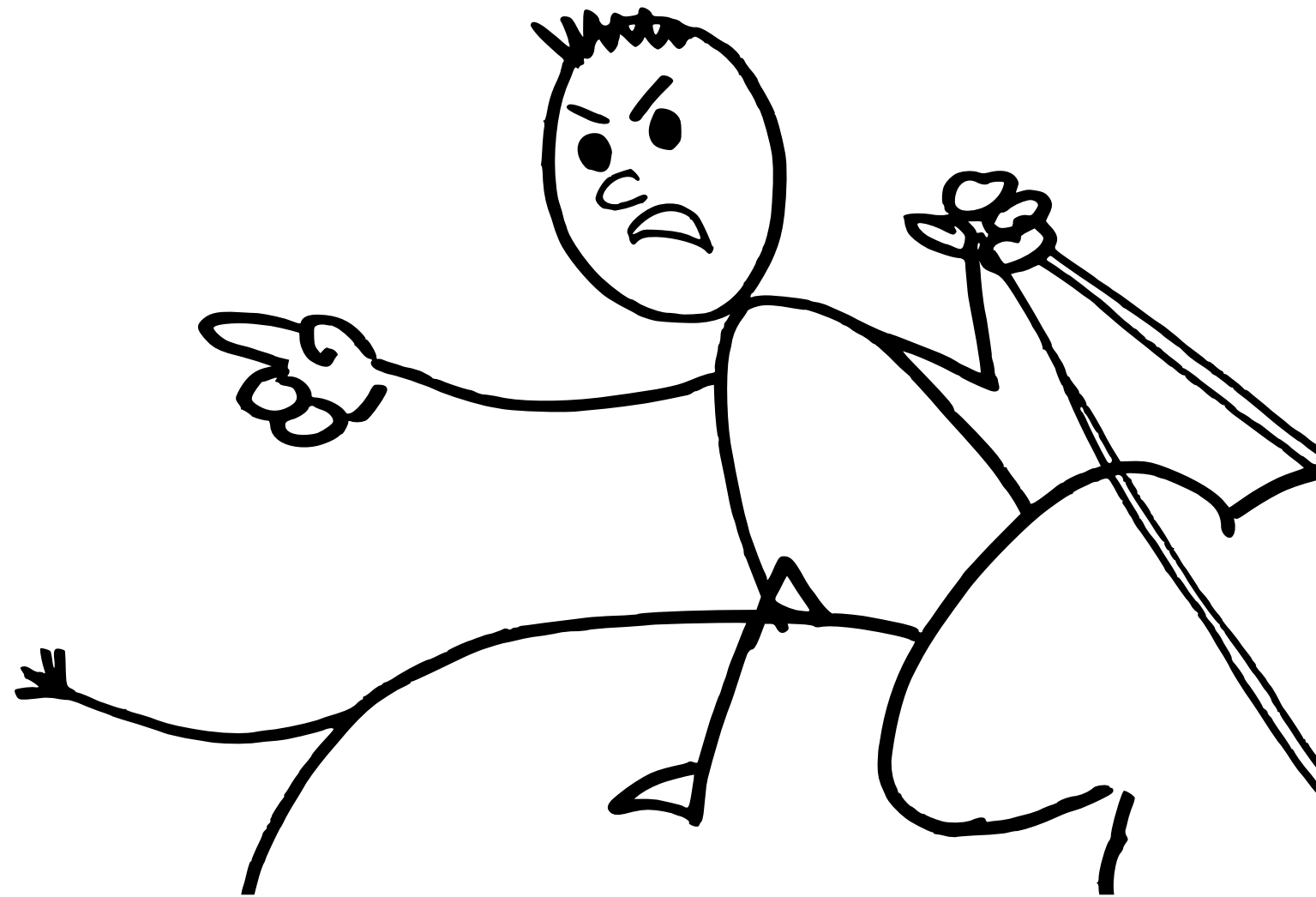
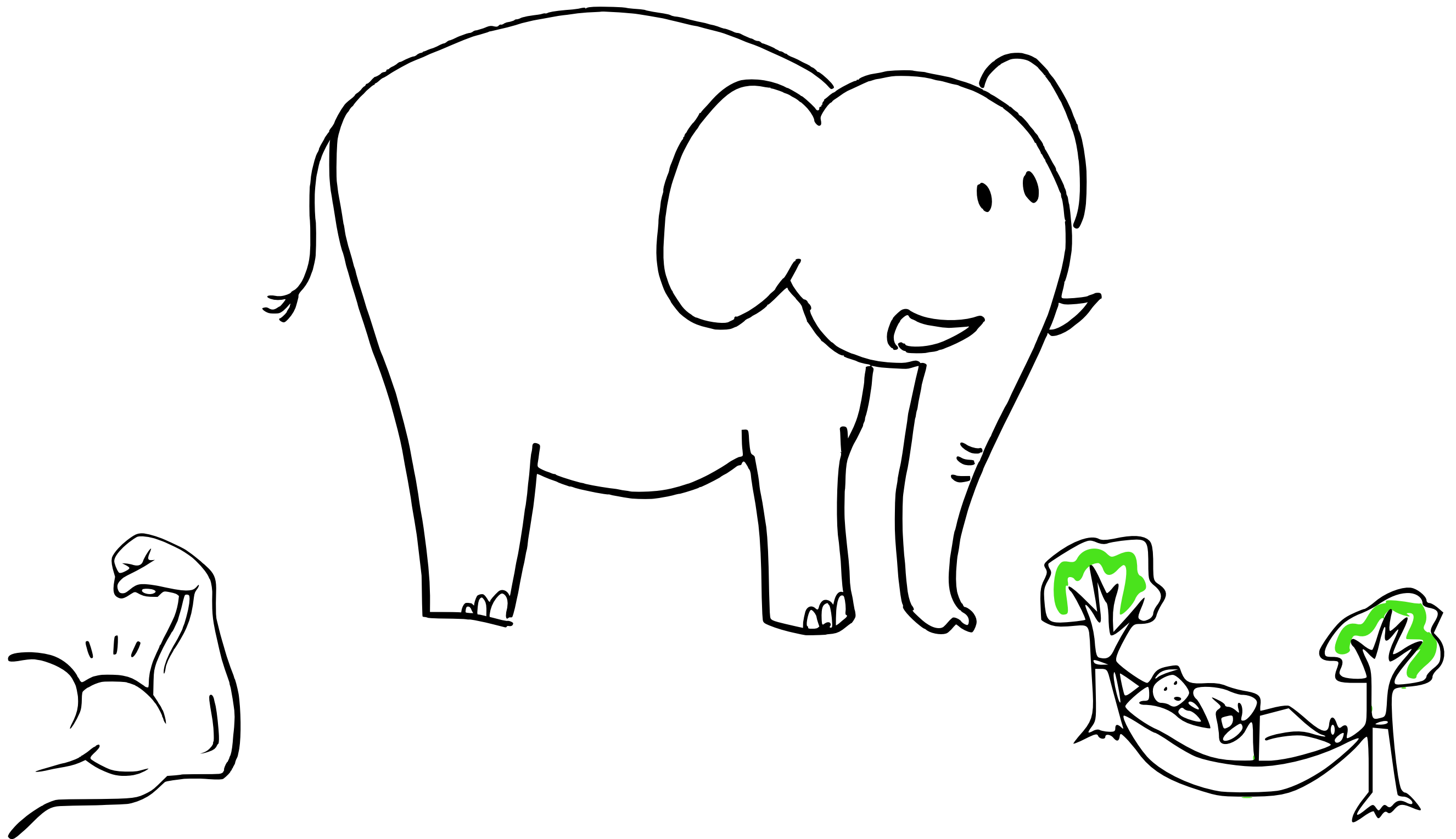
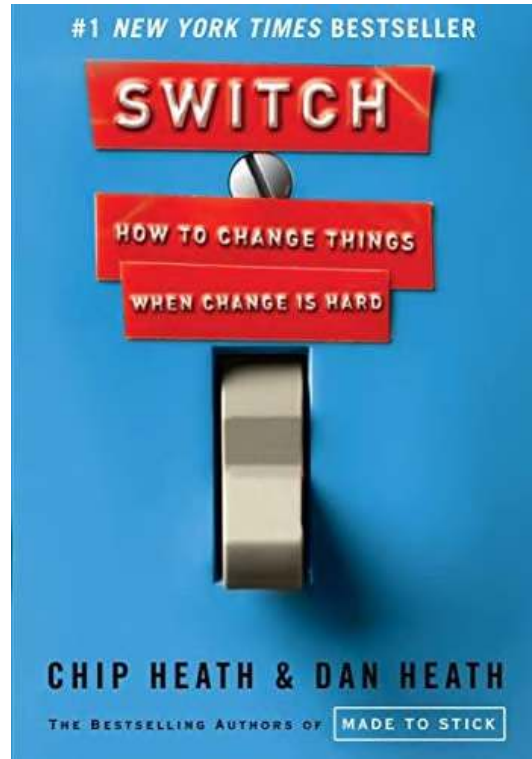


Direct the Rider



Motivate the Elephant

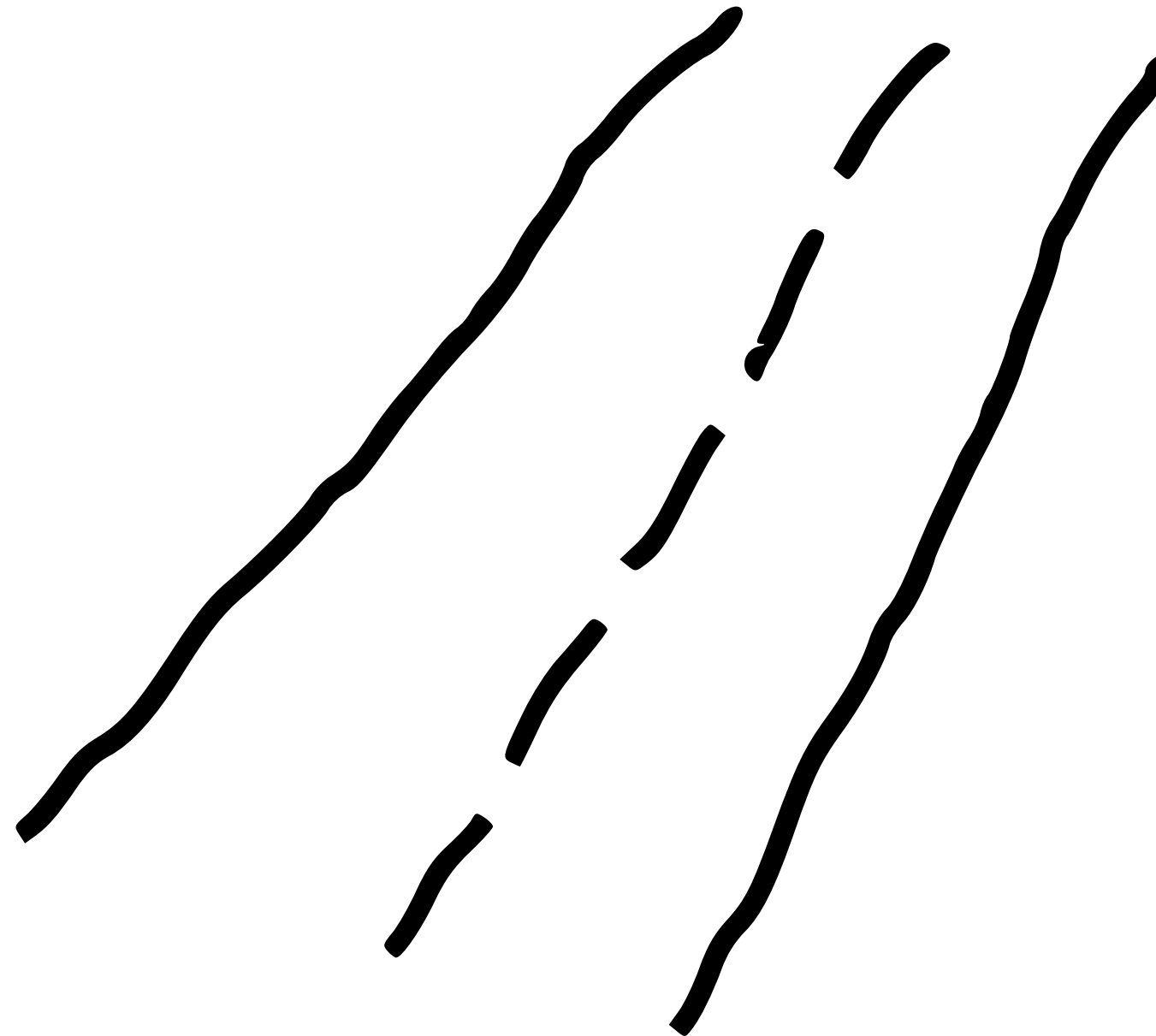


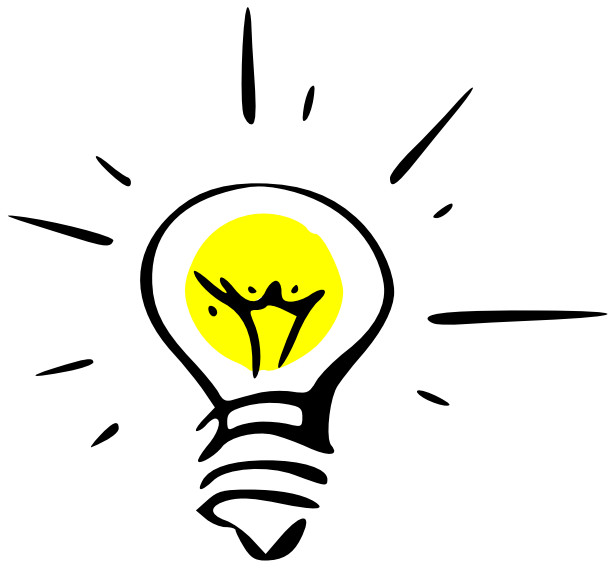


Shape the Path

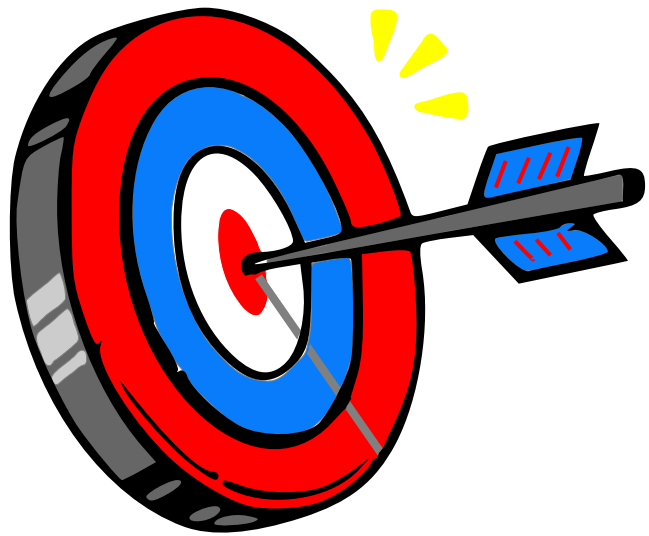
Based on the book Switch by Chip and Dan Heath

Change Strategies From Switch

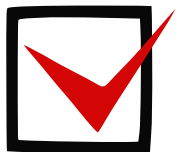




Find the Bright Spots



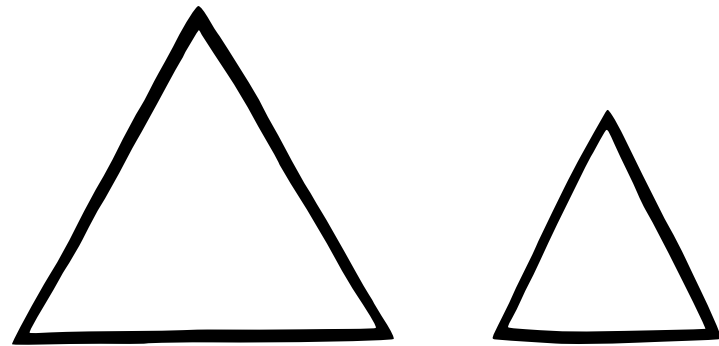
Script the Critical Moves



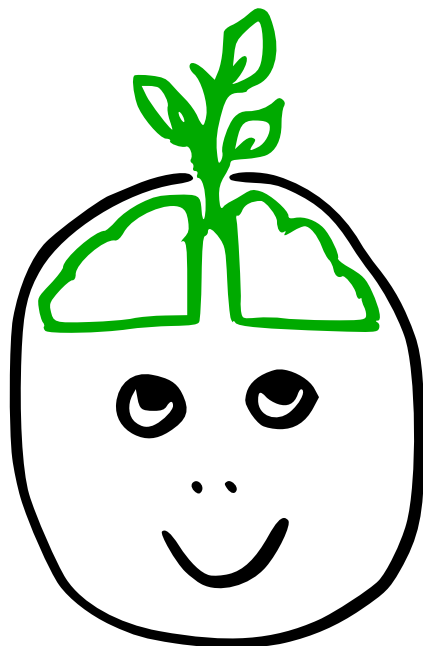
Point to the Destination



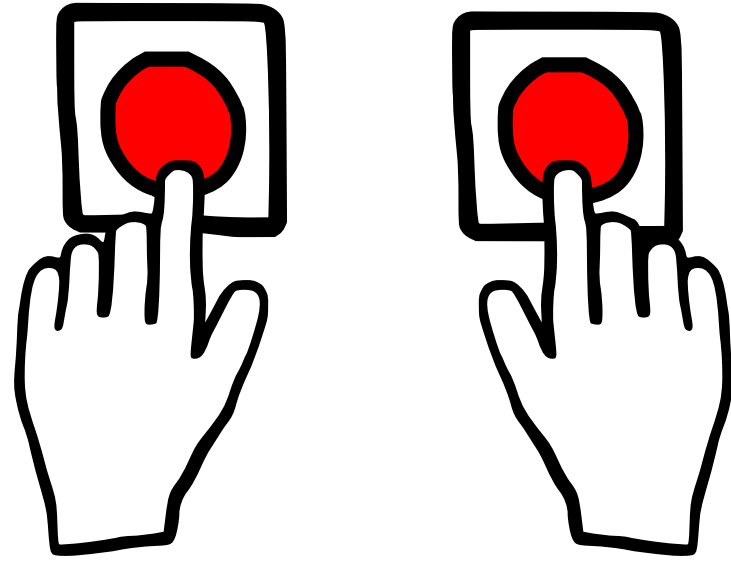
Find the Feeling



Shrink the Change



Grow Your People



Tweak the
Environment



Build Habits



Rally the Herd