

Prologue

To bring about successful change, we must dissolve resistance to change. That's what this book is about.

How to reframe the concept of resistance to change. How to reshape the impact of change. How to retrain leaders of change to dissolve, not overcome, resistance to change. That's the overview.

This book solves a long-standing puzzle about why current methods to overcome resistance to change usually fail. It explains how resistance to change is a process that can be managed. And it gives specific help to change leaders and shows how they can avoid failure.

Me? Change? Not Now. Not Ever! introduces a new way to think about resistance to change. It draws upon proven ways to effect change in our personal lives. The book's breakthrough findings reshape those strategies into new practical ways to understand and manage resistance to change in the workplace.

This is the first book to do the following:

- Capture common sense wisdom gained from our lifelong personal experience with change, and then show how to leverage that knowledge into success as a leader of change in the workplace.
- Explain Emotion-Based Resistance to change, including the following: (a) what causes it, (b) how it distorts reality and sabotages logical problem solving, (c) how it differs from Logic-Based Resistance, and (d) how to dissolve it.
- Prescribe radically different strategies to reduce or eliminate Emotion-Based Resistance and Logic-Based Resistance.
- Present a 7-stage process for dissolving resistance to change that actually works.
- Present new role requirements for the change leader.
- Present a 22-topic, step-by-step guide on how to carry out discussions with others to help dissolve their resistance to change.
- Detail how the success of companywide projects is threatened by resistance at each step, and how to identify and dissolve it.