



United to keep our lakes alive!

DICKINSON COUNTY
CLEAN WATER ALLIANCE

Motivating Change

Working Together is Success

Henry Ford

Clean and clear water in every lake of the county

Clean Water Alliance Objectives

- Coordinate
 - Water Quality Projects and Programs
- Communicate
 - Clean Water Message
- Educate
 - About clean water and how to achieve it
- Fund
 - Clean Water Projects and Programs

A Way to Achieve Objectives

- The SWITCH Framework
 - Imagine an Elephant Rider, an Elephant, and a Path
 - The Rider = Our Intellect or Brainpower
 - The Elephant = Our Emotions or Feelings
 - The Path = The Motivation or Impetus



The Money Quotes...

"We can say this much with confidence: When change works, it tends to follow a pattern. The people who change have clear direction, ample motivation, and a supportive environment."



Partnerships



**KEEP
CALM
AND
COLLABORATE**



The SWITCH Framework (how to motivate change in a big way)

Our Intellect

Our Emotions

The Motivation

Direct the Rider

Motivate the Elephant

Shape the Path

Find the Bright Spots

Find the Feeling

Tweaking the Environment

Script the Moves

Shrink The Change

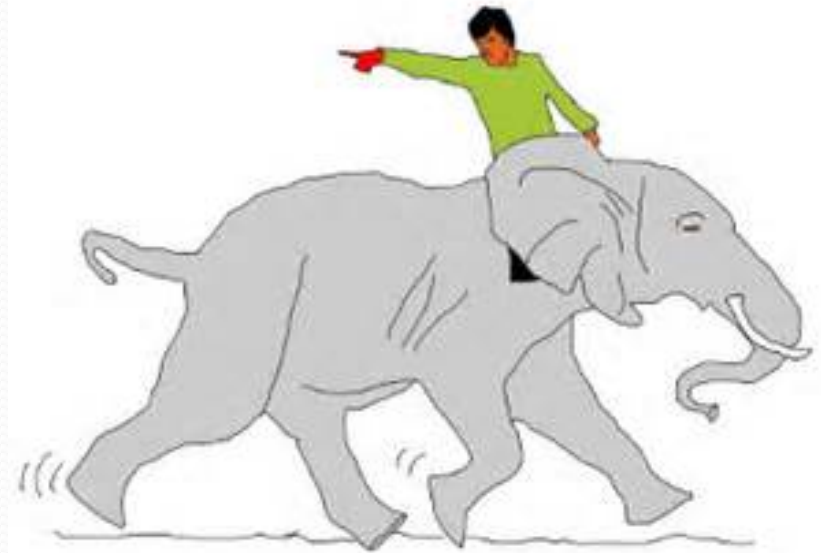
Build Habits

Point to the Destination

Grow Your People

Rally the Herd

Direct the Rider – Intellect



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Motivate the Elephant – Emotions

**FIND THE
FEELING
GROW THE
PEOPLE
SHRINK THE CHANGE**



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Our Intellect	Our Emotions	The Motivation
Direct the Rider	Motivate the Elephant	Shape the Path
Find the Bright Spots	Find the Feeling	Tweaking the Environment
Script the Moves	Shrink The Change	Build Habits
Point to the Destination	Grow Your People	Rally the Herd

Shape the Path – The Why?

TWEAK THE
ENVIRONMENT
BUILD THE
HABITS
RALLY THE
HERD



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Summary (What You Need to Know)

- **Directing the rider.** Make sure the rider knows where to go, how others got there, and how you'll get there.
- **Motivating the elephant.** Knowing isn't enough. Make sure the elephant feels drawn to the change. Make the change small (so it's not intimidating) and encourage a growth mindset ("change is possible").
- **Shaping the path.** Change the environment to change the behavior. Build habits. Behavior is contagious: surround yourself with others exhibiting the behavior you want; help it spread.

How do we do this?

- Remember gain at least one behavior change per column to achieve lasting and rapid change. The more behaviors the longer lasting and the more rapid the change.
- Direct the Rider – Who is the rider?
 - Depends on the situation
 - Might require multiple approaches
- Motivate the Elephant – How?
 - Don't scare the elephant
 - Don't forget to give your elephant a sense of identity -- Growth
- Shape the Path – Which Path?
 - Remember to simplify – Amazon's 1 Click Shopping
 - Create habits – bring the elephant just a little further down the path each day and help the change to spread
 - Behavior is contagious – build on that contagion

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Questions or Thoughts?



If you are having a hard time changing your behavior, critically examine whether you are taking into account the influence of your elephant, your rider, and the path.