



The Change Cycle by Ann Salerno and Lillie Brock (BK Business Book)

“How people can thrive and survive in organizational change”

1. The big idea of the change cycle is that we all deal with change personally and professionally.
2. The change cycle model gives you 6-stages of change to help you decipher where you are so that you are aware of how you respond in a changing environment.
3. Change happens for 3 reasons: in crisis, in change, or by choice.
4. The change cycle model helps us to get through these stages of change.
5. The change cycle model is defined as a map that depicts our human experience of each state of change.
6. The research shows that change activates sequential responses, as the brain works to equip us with skills to make good choices and sound decisions.

6-Cycles of Change: The Change Cycle Model

- ❖ Stage 1: Loss of Safety
 - Anytime we feel that our personal or professional lives have become different in some way, our thoughts become “cautious,” causing in most cases, the feeling of fear.
 - Questions to ask yourself in this stage are, “what is the worst that can happen,” or “can I handle that.”
- ❖ Stage 2: Doubt to Reality
 - When doubt enters our brain, it slows us down and prevents us from taking action.
 - Doubt triggers the defense mechanism, which shows up as resentment, skepticism, and resistance. Doubt causes individuals to ignore the obvious.
 - Questions to ask yourself in this stage are, “what better things are ahead of me.”
- ❖ Stage 3: Discomfort to Motivation
 - When individuals are in discomfort, they experience feelings of anxiety, confusion, and overwhelmed.
 - How to adjust or cope in this stage: plan your steps to re-engage your motivation.
- ❖ Stage 4: Discovery to Perspective
 - Perspective is having a particular attitude toward a point of view.
 - Perspective moves you beyond a “constructive” way of thinking.
 - How to increase your way of thinking in this stage: learn opposing viewpoints, widen your lens physically and mentally, bring a sense of optimism about the new change.
- ❖ Stage 5: Understanding the Benefits
 - Understand that change is not always easy/pretty
 - Life can be unpredictable and mysterious
 - In this stage we should identify the benefits to the change in our life.
- ❖ Stage 6: Experiencing Integration
 - In this stage we should have fully integrated our change within our life
 - We should have had a renewed confidence in our flexibility to new adjustments.
 - We should now have moved from “survive” to “thrive”
 - Change is no longer a “transition,” but the “status quo”