

Organizational Change Myths and Patterns for Evangelists



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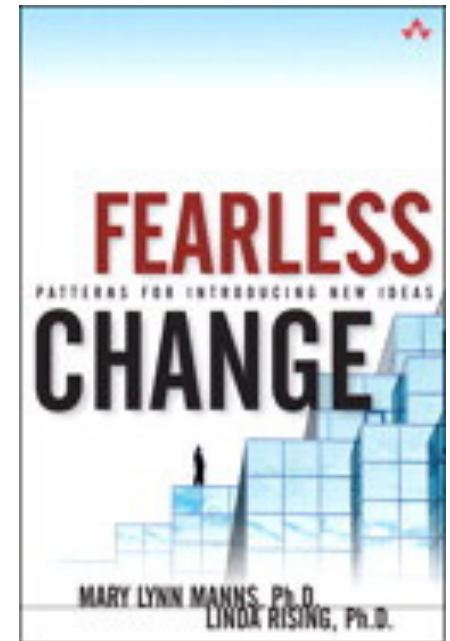
Why patterns?


Giving a name to a recurring problem with a known solution means the names of related patterns can be used to have a conversation about the problems and solutions.

Fearless Change

Patterns based on

- Social psychology
- Influence strategies
- Evolutionary biology





**You're not here to build
software, you're here to change
the world.**

Jeff Patton



Myth #1:
Smart people are
rational.



Keep these Patterns with You

Take on a role

Evangelist (not a fanatic)


Create short-term goals: build on your successes and learn from your failures

Test the Waters

Time for Reflection

Small Successes


Step by Step



Myth #2:
**Good always triumphs
over evil. (*Just World
Fallacy*, one of our
many cognitive biases.)**



Do Food: A most under-appreciated pattern but one of my favorites 😊!



Myth #3: If I just had enough power I could make people change.



**Threat, firing, killing
are very effective but
only get compliance.
You want real
commitment.**



***Personal Touch:* Each person is asking, “What’s in it for me?”**

You must address a genuine user need. Data does not equal empathy.

Jeff Patton



Different people accept new ideas differently

This is new so it's cool!

(Innovators--2.5%)

It's interesting, but I want to learn more.

(Early Adopter--13.5%)

I want to know what other people think.


(Early Majority--34%)

If I have to. I guess.

(Late Majority--34%)

We've always done it this way.


(Laggards--16%)



**Myth #4: Skeptics,
cynics, resistors—THOSE
people, well, they must
be BAD or STUPID or
BOTH!! Ignore them!!**




***Fear Less:* Use
resistance to your
advantage. Listen,
really listen, and learn
all you can.**



Champion Skeptic: Have a resident resistor play the important role of “Devil’s Advocate.” Treat him/her as a valued partner in the change effort.



Myth #5:
**You're a smart person,
so you don't need help
from others. After all,
it's *your* idea!**



Ask for Help: The idea is yours and you believe in it, but the change must not be “all about you.”



***Just Say Thanks:* Offer sincere appreciation for the contributions of others.**



Power Thanks

- **Sincere appreciation**
- **Timely**
- **Detailed**
- **Describe impact**



Grateful people:

- **Have more energy and optimism**
- **Are more resilient in the face of stress**
- **Have better health**
- **Suffer less depression**
- **Are more compassionate, more likely to help others, less materialistic, and more satisfied with life.**



**There are 48 patterns in
Fearless Change to help
you introduce new ideas.
This is just a start!**

Thanks!