



CHARTING CHANGE

Eight Change Mindsets to Harness for Success

by Braden Kelley

<http://human-centered-change.com>



The key to **building and maintaining momentum** is to understand and harness the different mind-sets that cause people to choose change; these include:



1. MOVER 'N SHAKER

Give these people the chance to be first

2. THRILL SEEKER

These people like to try new things
and experiment





3. MISSION-DRIVEN

These people need reasons to believe

4. ACTION-ORIENTED

These people just want to know what needs to be done





5. EXPERT-MINDED

Teach these people how to do it, and they will seek mastery

6. REWARD-HUNGRY

These people want recognition for adopting the change





7. TEAM PLAYER

These people are happy to help if you show them why the change will be helpful



8. TEACHER

Show these people how to get others
to choose change

8 Eight Change Mindsets to Harness for Success

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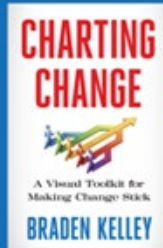
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Show these people how to get others to choose change

Leverage the **Eight Change Mindsets** to tailor your change communications and overall approach for maximum success.

One of 70+ tools from Change Planning Toolkit

If you read through this list and imagine what might happen if you don't address any of these mind-sets in your plan, you should quickly find yourself with eight potential explanations for why people may be resisting your change effort.



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<http://human-centered-change.com>