

The Change Cycle: Building Resilience & Success in a World of Change

Jackie Martin
A Matter of Motivation

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What IS Change?

- The experience of something new...
- Things aren't the way they used to be...



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The **TRUTH** Is:



Personal change
MUST precede
organizational
change

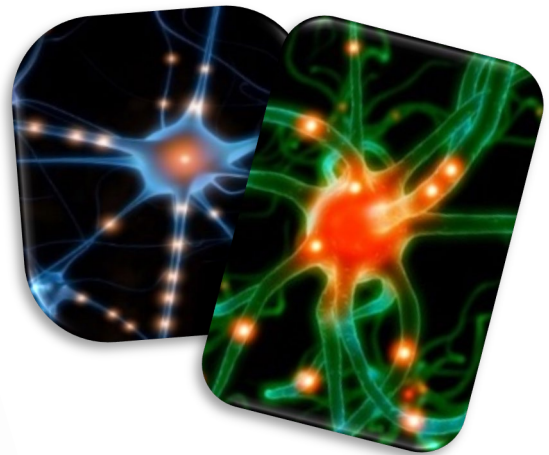
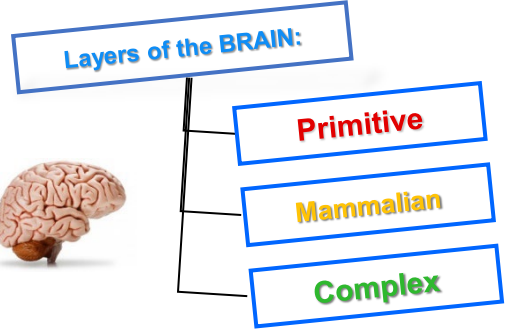


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The Science of Change in The Change Cycle

Building Neuro-Networks

Fight or Flight



Maslow's Hierarchy of Needs:



QUANTUM PHYSICS



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The Change Cycle™

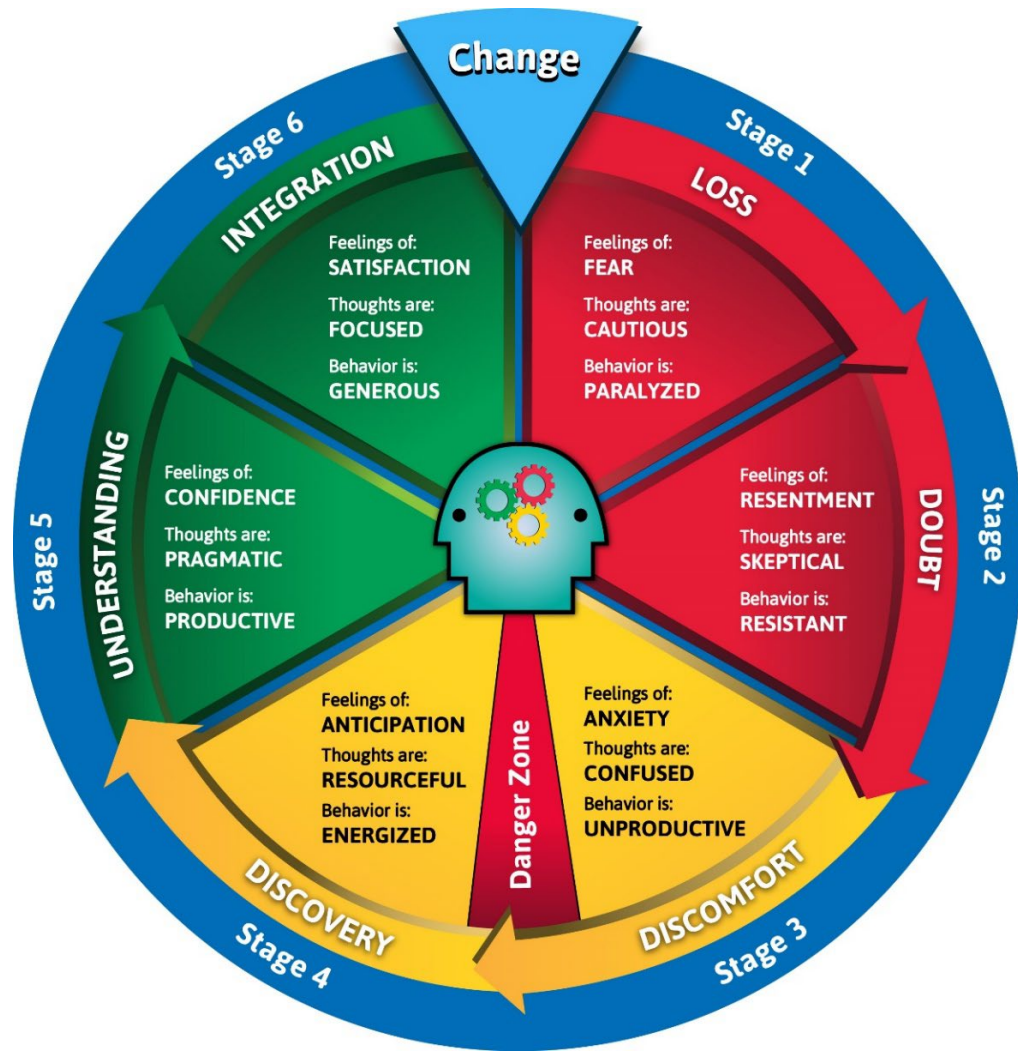
There is no better map to assist you in navigating through the changes you'll face. Understanding the cyclical nature of the human change process helps you move through previously unknown territory in a conscious way.

- Identifies the 6 predictable and sequential stages of change
- Provides a map of how we move through the stages of change
- The stages validate the thoughts, feelings and behaviors that are typical in a changing situation
- There are specific coping skills that can be learned to assist you in moving forward to the next stage



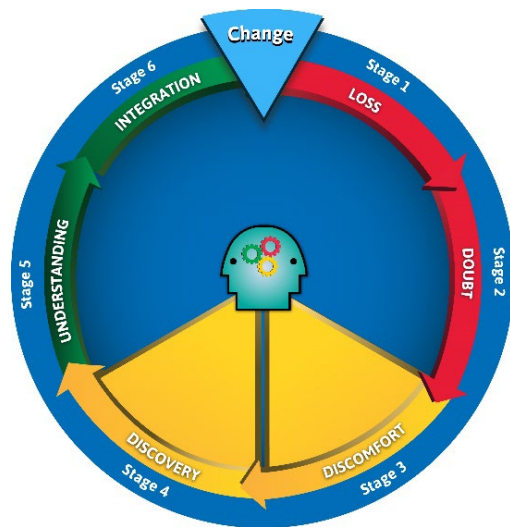
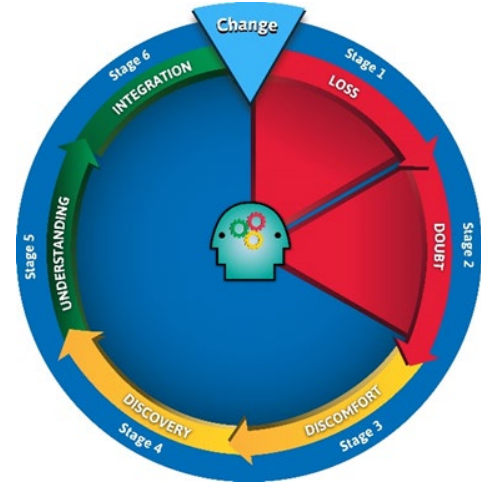
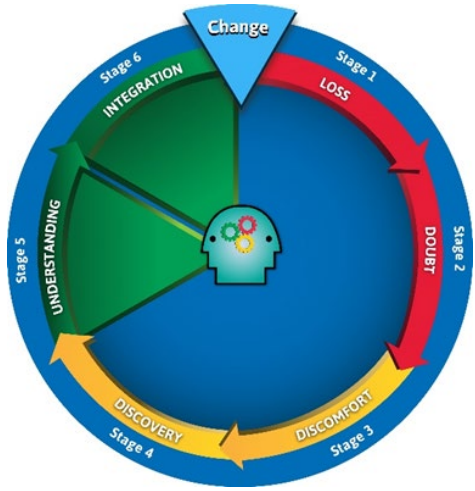
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The Change Cycle™ Model



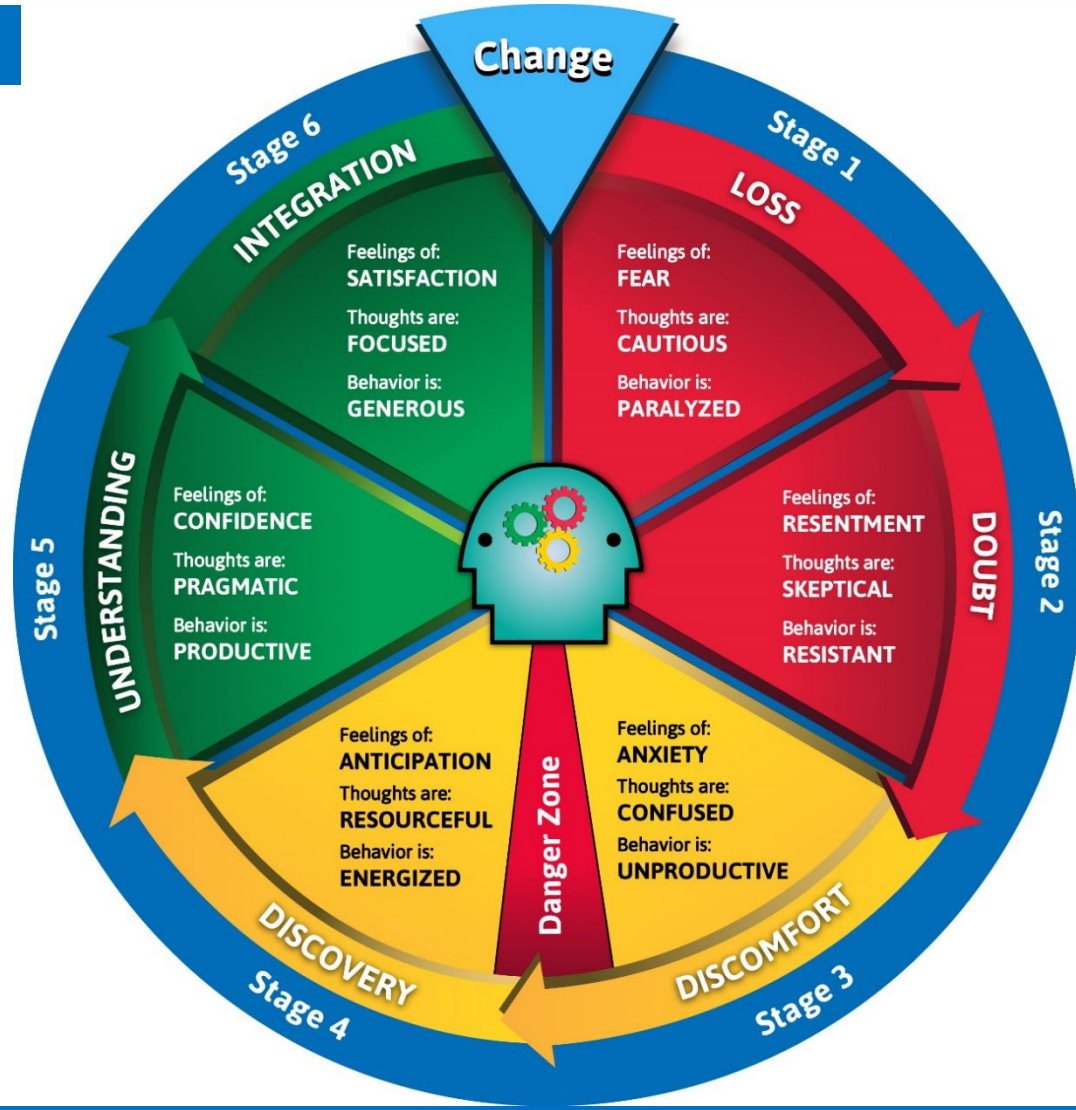
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Primary Experience



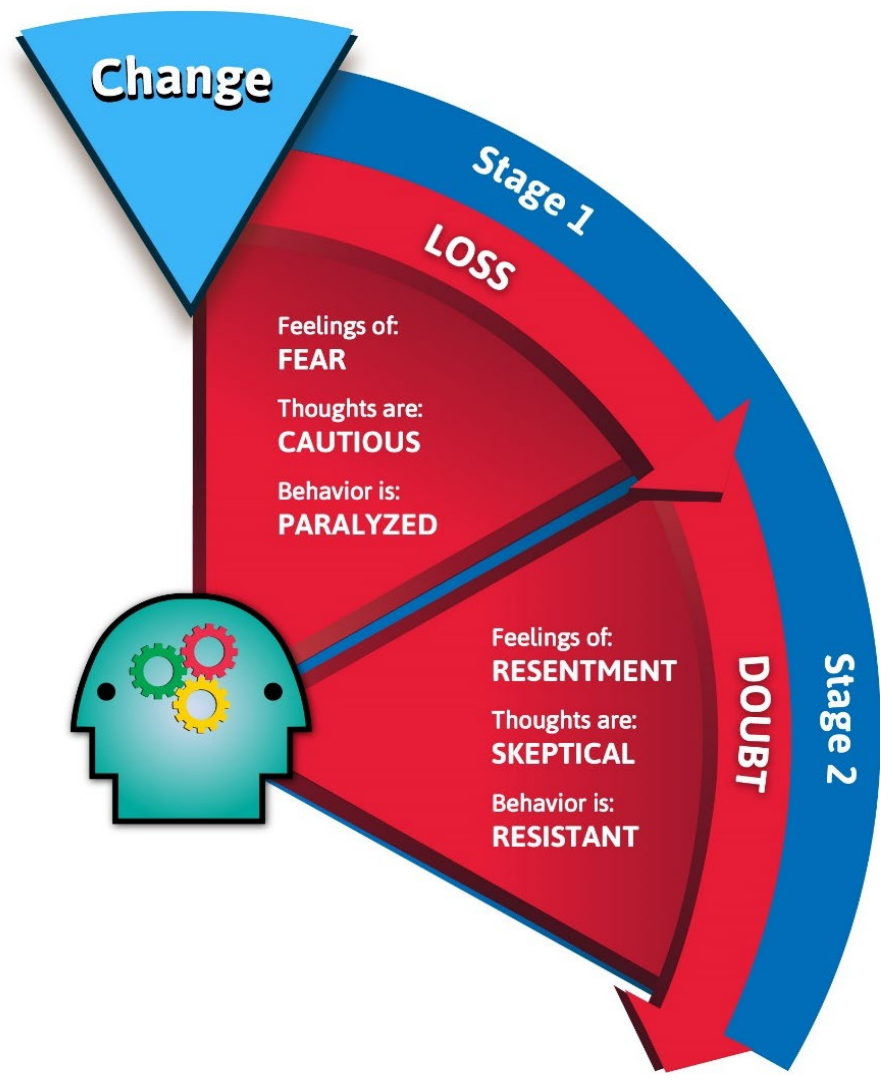
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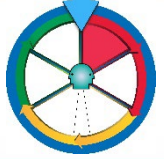
Each stage has value



Red Stages

Why do so many of us have a seemingly instinctive resistance to change?





Profile of Stage 1: Loss

Profile of Stage 1: Loss

- Primary Experience: Loss
- Dominant Emotion: Fear
- Major Focus: Self-protection
- Stage Objective: Creating personal safety
- Motivated by: Pain or security needs
- Overuses: Paranoia
- Challenge: Avoid a victim mentality
- Opportunity: Learn to channel fear into appropriate action



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Profile of Stage 1: Loss to Safety

Dominant Emotion:

FEAR



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What do we need in Stage 1?



Safety

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Recognizing Stage 1: Loss



- What's the worst that could happen?
Can I live with that?
- What's most likely to happen?
How will I deal with that?
- What are my specific top 4 concerns?



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Stage 1: Recap

What's driving people's thoughts, feelings and behaviors?



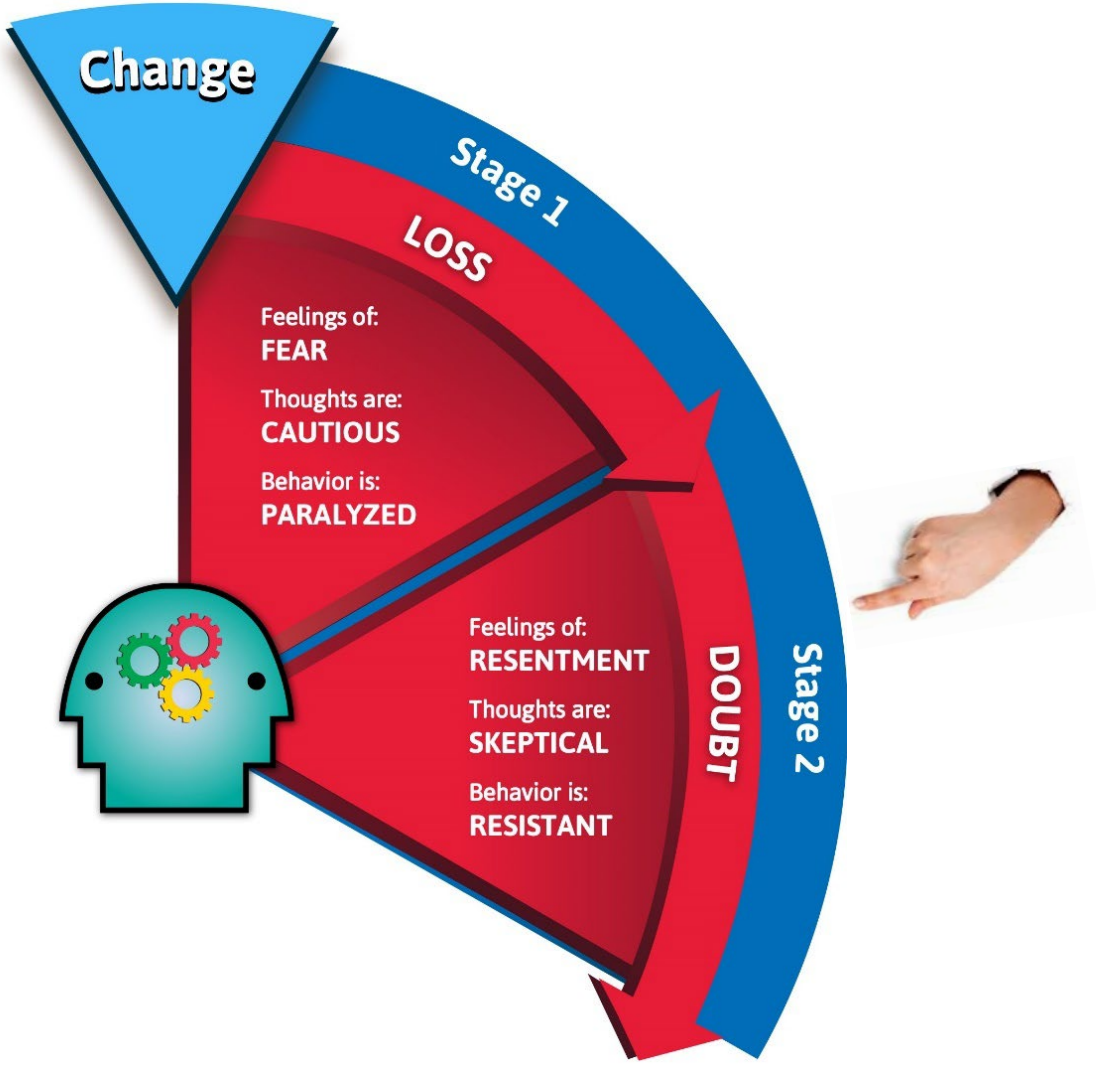
- ▶ **Feeling out of control**
- ▶ **Confusing the real vs. imagined fears**
- ▶ **Cautious attitude – wondering who and what can be trusted**
- ▶ **Isolating**



Things might be out of your control, but you are in control of you.

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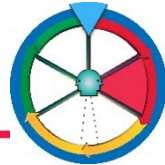
Stage 2: Doubt to Reality



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Profile of Stage 2: Doubt



Profile of Stage 2: Doubt

Primary Experience: Doubt

Dominant Emotion: Anger

Major Focus: Ego strength; being right

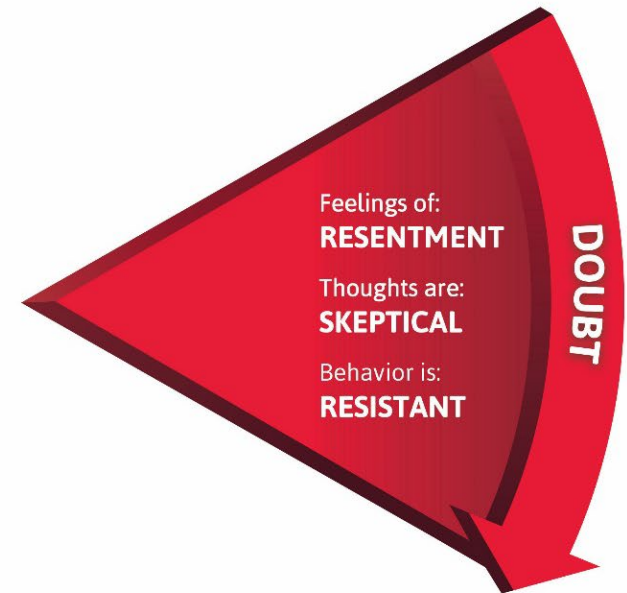
Stage Objective: Gather accurate and valid information

Motivated by: Opinions or Facts

Overuses: Blaming self and others

Challenge: Manage anger, both passive and aggressive

Opportunity: Getting from doubt to reality



*Information and communication are never synonyms,
information is giving out, while communication is getting through.*

SJ Harris

Stage 2: Doubt to Reality

Dominant Emotion:

ANGER



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What do we need in Stage 2?



**Accurate
Information
(and lots of it)**

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Recognizing Stage 2: Doubt



Taking charge and regaining control – of you.

- What specific facts do I know now?
- When and how am I going to get more?
- What is the real truth – the reality I must accept?
- What would I tell someone in my shoes to do?



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Skill: Gathering Info to Create an Accurate Picture



Let's test your skills of recall...



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- bed
- rest
- awak
- night
- drea
- eat



- nooze
- ap
- ur
- relax
- ound
- umber
- nore

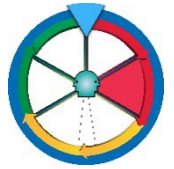


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- bed
- rest
- awake
- night
- dream
- eat
- snooze
- nap
- relax
- sound
- slumber
- snore

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Skill: Gathering Info to Create an Accurate Picture



Schema:

To form a pattern, based on past experience, for use at present and in the future.



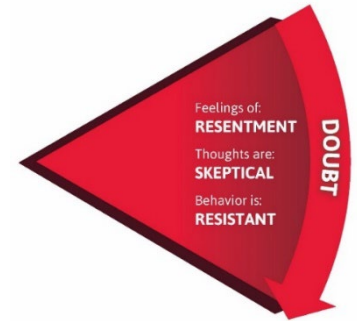
Remember, the brain distorts,
deletes and generalizes information.



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Stage 2: Recap

What's driving people's thoughts, feelings and behaviors?



- ❑ Memories of past, negative experiences that bring baggage

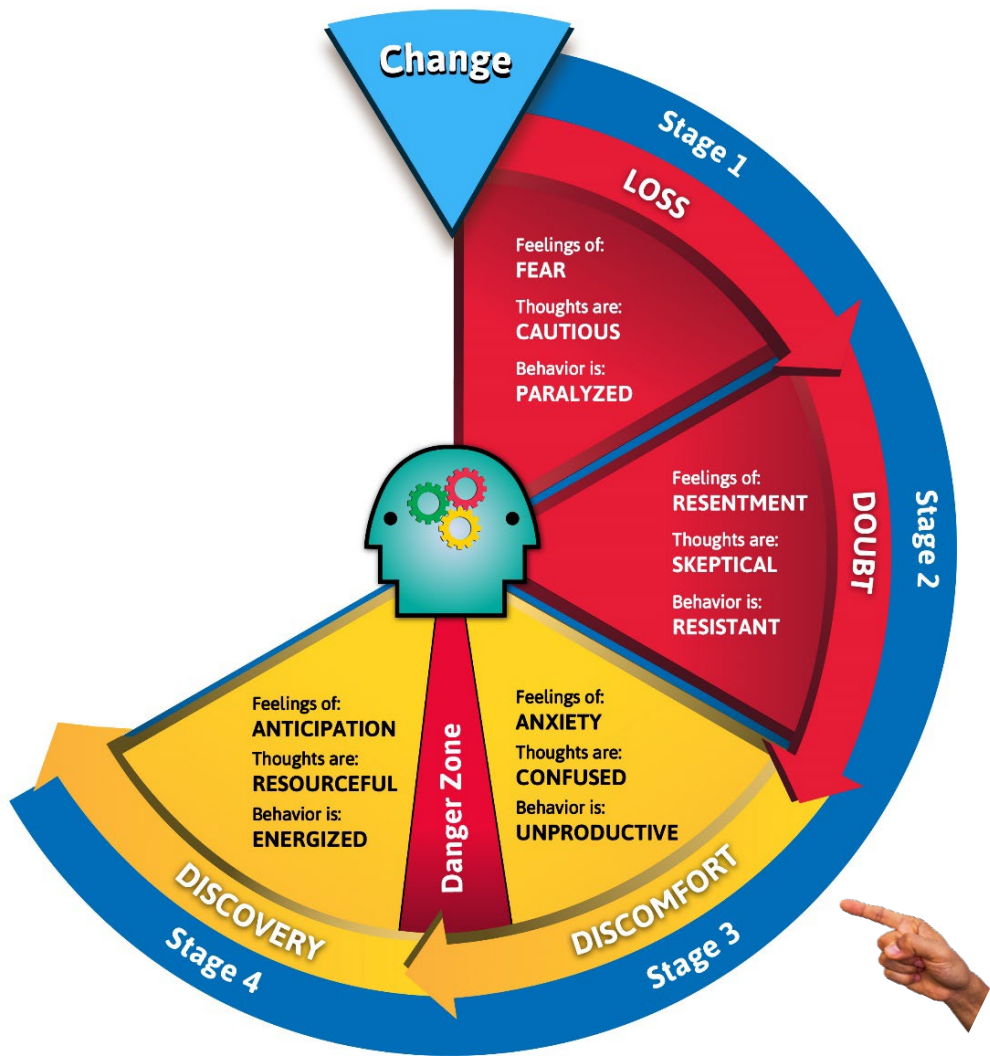


- ❑ Feeling out of control about implications of what's new or different

One thing we can all control is our effort. - M. Cuban

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The Yellow Stages



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Profile of Stage 3: Discomfort



Profile of Stage 3: Discomfort

Primary Experience: Discomfort

Dominant Emotion: Frustration

Major Focus: The "problem"

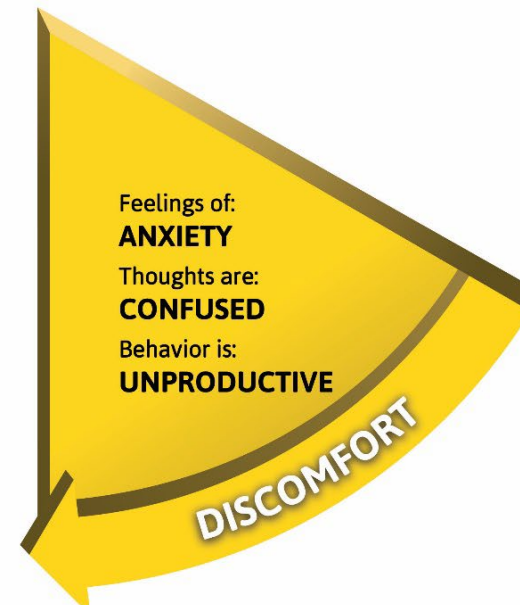
Stage Objective: Self-motivation

Motivated by: Frustration or possibility

Overuses: Being overwhelmed

Challenge: Keeping anxiety from becoming fear, depression or despair

Opportunity: Learn to take small, breakthrough steps



*Not everything that is faced can be changed,
but nothing can be changed until it is faced.*

A. Baldwin

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Stage 3: Discomfort to Motivation



Dominant Emotion:
FRUSTRATION



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What do people
need in Stage 3?

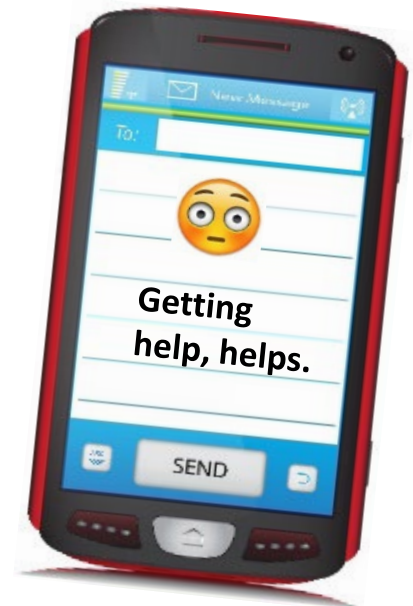
Motivation

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Recognizing Stage 3: Discomfort



- What specific steps can I take now to start moving in the right direction?
- Who can help me?



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Stage 3: Recap

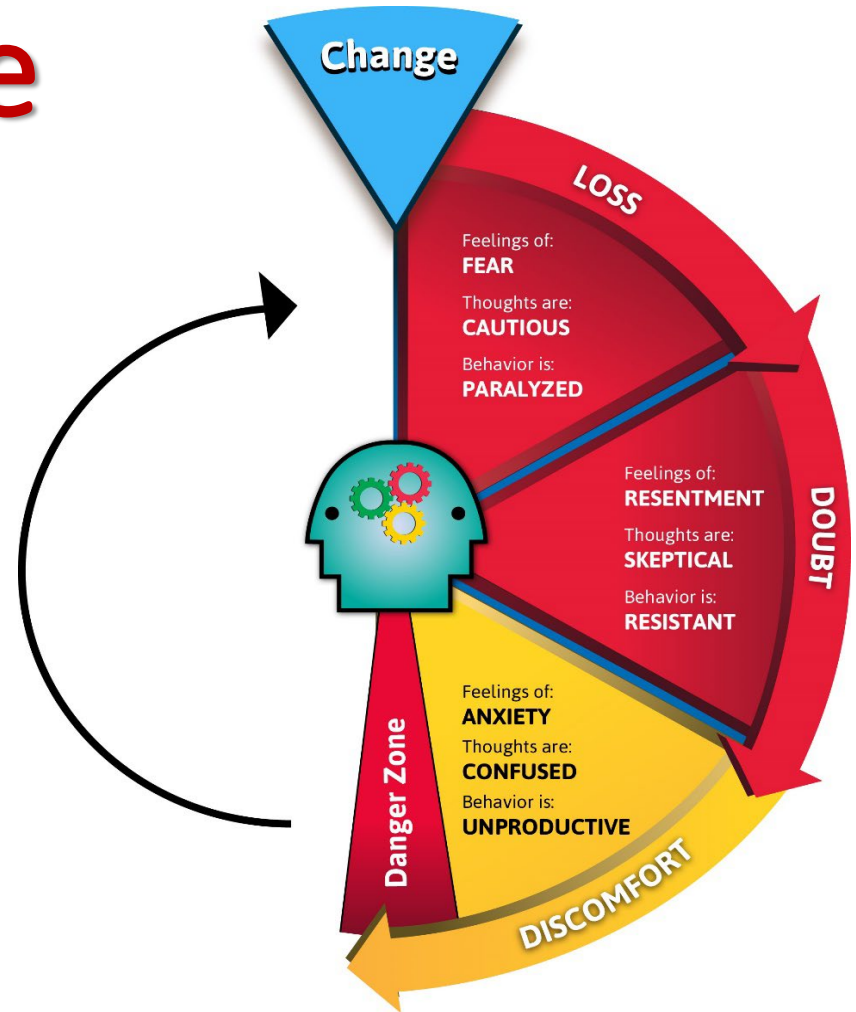
What's driving people's thoughts feelings and behaviors?

- ▶ Frustration
- ▶ Being overwhelmed
- ▶ Confusion
- ▶ Lethargy

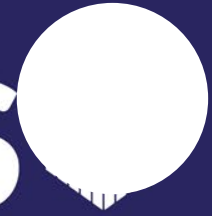


The Danger Zone

Break Down
and go back to
Stage 1, Loss
or
BREAK THROUGH
and go on to
Stage 4 Discovery!



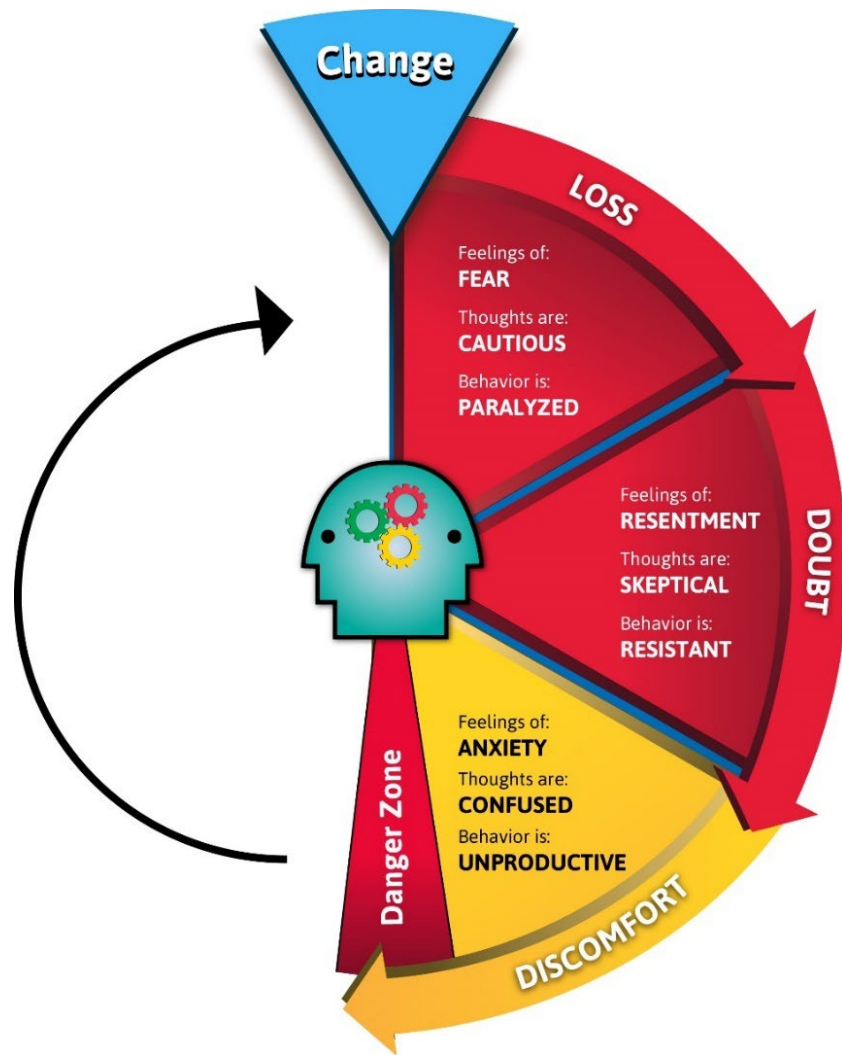
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The Danger Zone

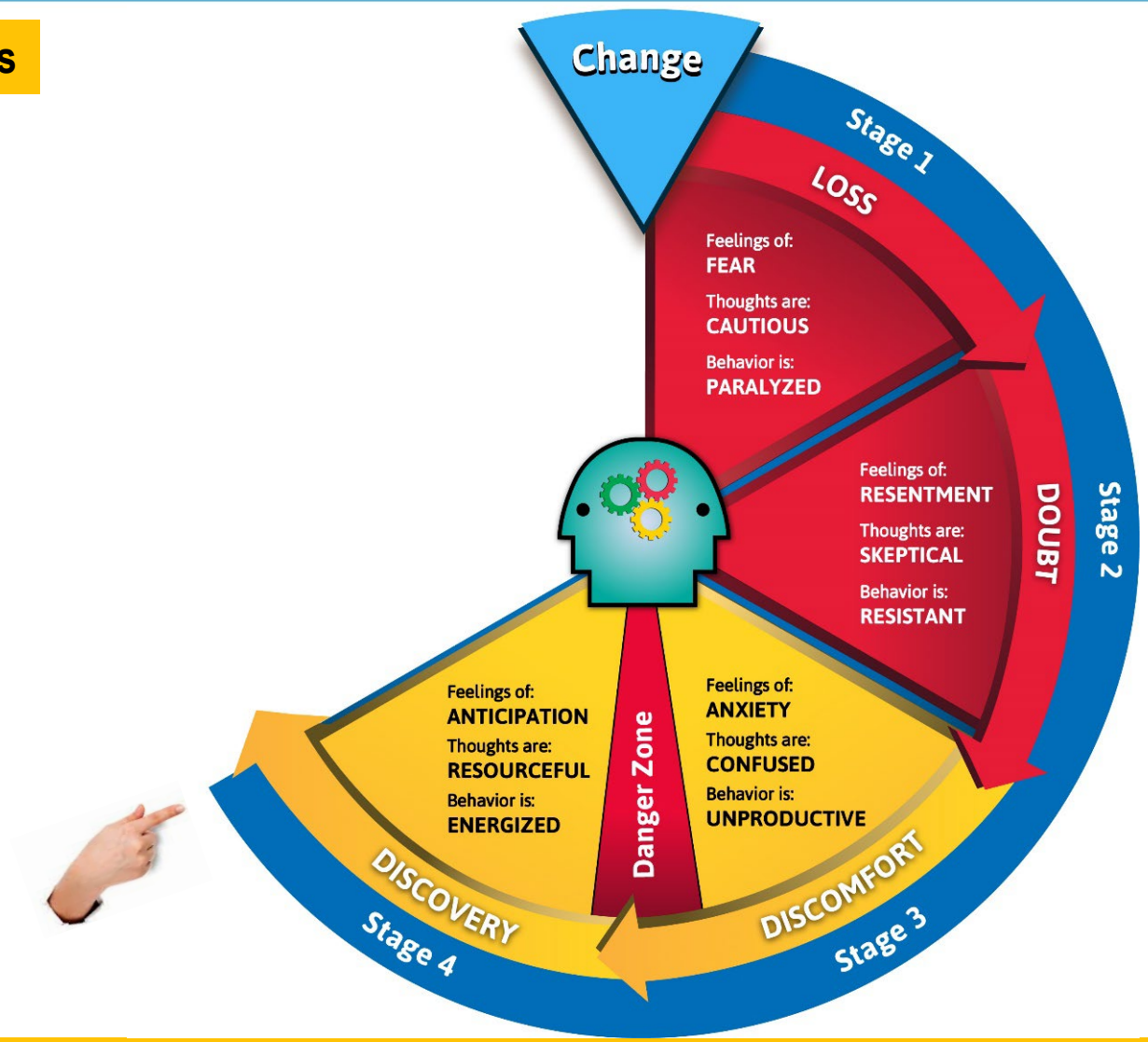
If you are going through Hell - *Keep Going!*

W. Churchill



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The Yellow Stages



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Profile of Stage 4: Discovery



Profile of Stage 4: Discovery

Primary Experience: Discovery

Dominant Emotion: Hope

Major Focus: Solution finding

Stage Objective: Making decisions

Motivated by: Frustration or multiple choices

Overuses: Enthusiasm

Challenge: Choosing and acting on options

Opportunity: Upgrade your decision-making strategy



*If you want something you've never had,
you have to do something you've never done.*

Stage 4: Discovery to Decision-Making



Dominant Emotion:
HOPE



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What do we need in Stage 4?



To Make A
Decision

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Profile of Stage 4: Discovery



- **What are my 3 next best steps?**
- **What will happen if I take them?**
- **What will happen if I don't take them?**

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Stage 4: Recap

What's driving people's thoughts, feelings and behaviors?

- ▶ Having hope and perspective
- ▶ Having options – taking action steps
- ▶ Seeing the light at the end of the tunnel

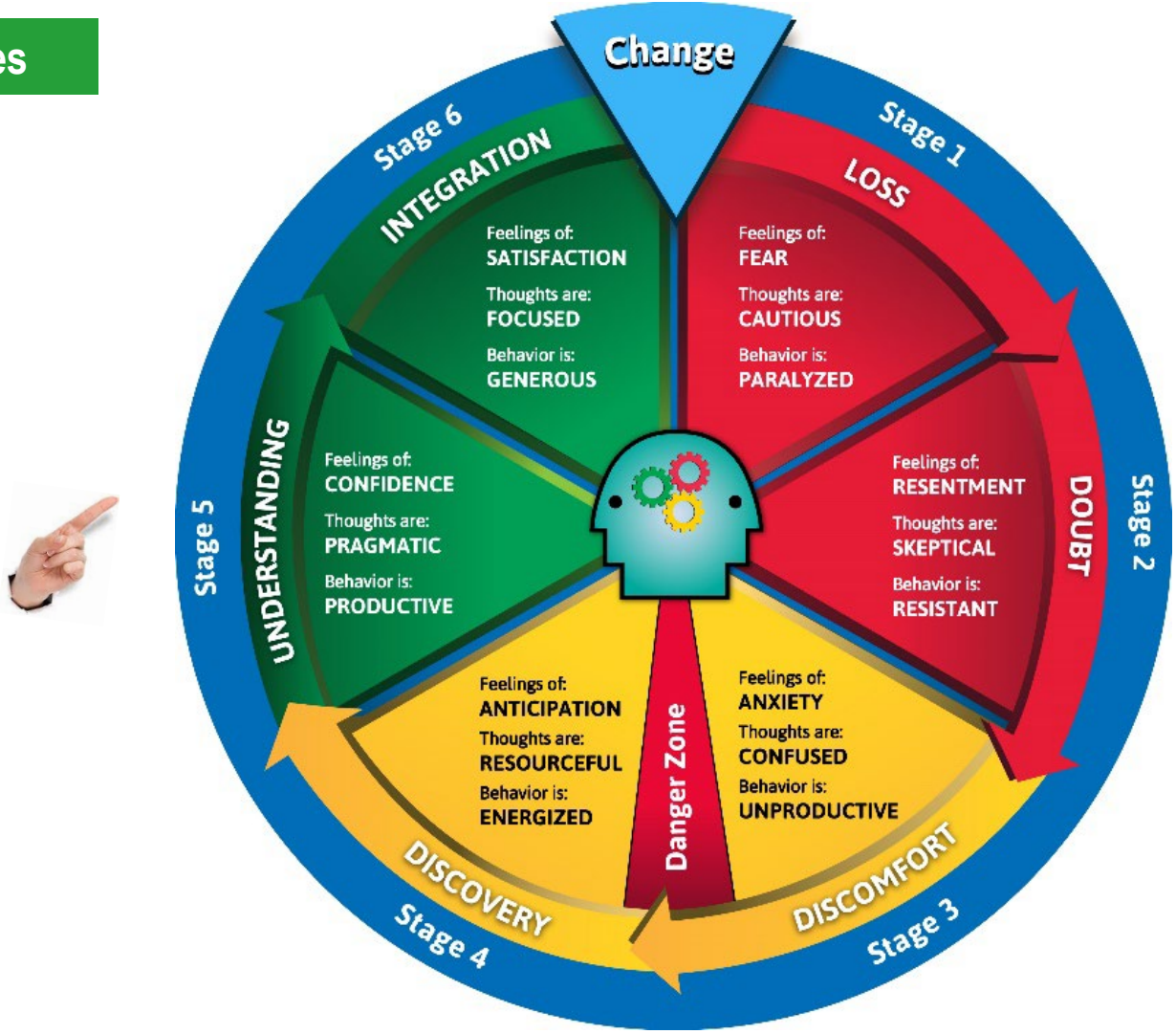


In a moment of decision, the best thing you can do is the right thing.

The worst thing you can do is nothing. - Theodore Roosevelt

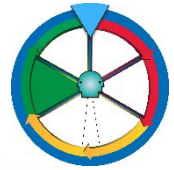
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The Green Stages



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Profile of Stage 5: Understanding



Profile of Stage 5: Understanding

- Primary Experience: Understanding
- Dominant Emotion: Determination
- Major Focus: Accomplishment
- Stage Objective: Knowing the benefits
- Motivated by: Features or benefits
- Overuses: Pride
- Challenge: Complete The Change Cycle™
- Opportunity: Acknowledge assistance and support from others



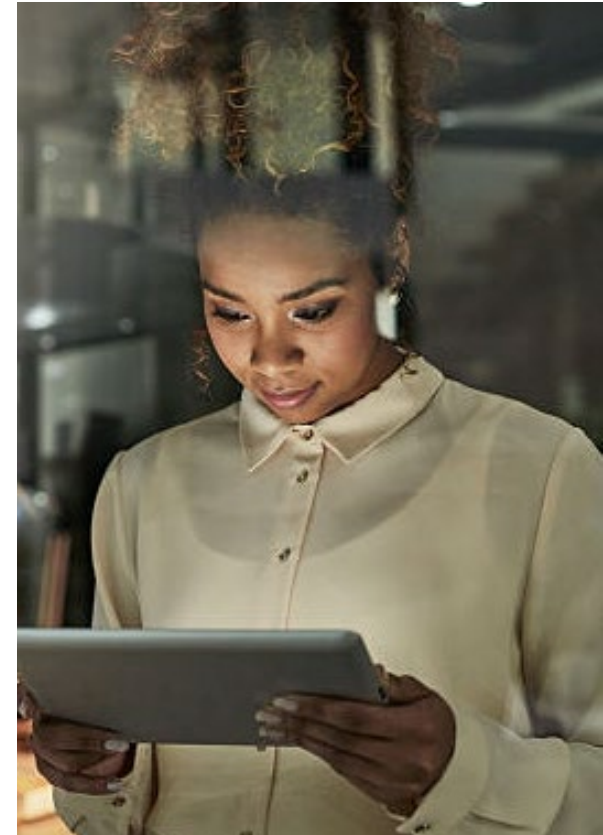
Nothing we do changes the past, but everything we do changes the future.

Stage 5: Understanding the Benefits



Dominant Emotion:

DETERMINATION



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What do we need in Stage 5?



FOCUS

**Focus on
Benefits**

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Skill: Celebrate Your Victories!



**Celebrate victories!
Big and Small
Yours and Others!**



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Stage 5: Recap

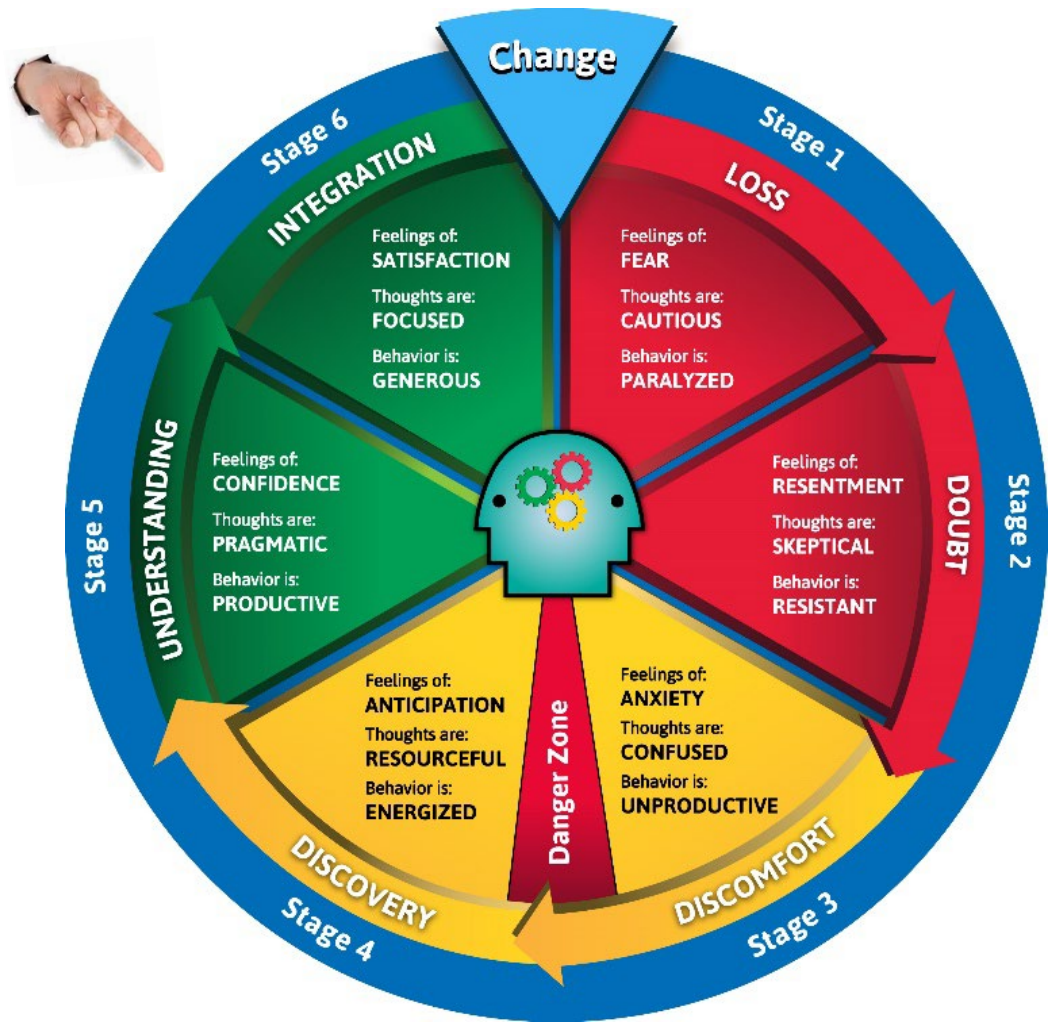
What's driving people's thoughts, feelings and behaviors?

- ▶ **Being confident and productive**
- ▶ **Understanding what was, what is and what might be.**
- ▶ **Quality, loyalty and productivity increase.**

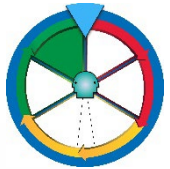


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The Green Stages



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Profile of Stage 6: Integration

Profile of Stage 6: Integration

Primary Experience: Integration

Dominant Emotion: Compassion

Major Focus: Expanding knowledge

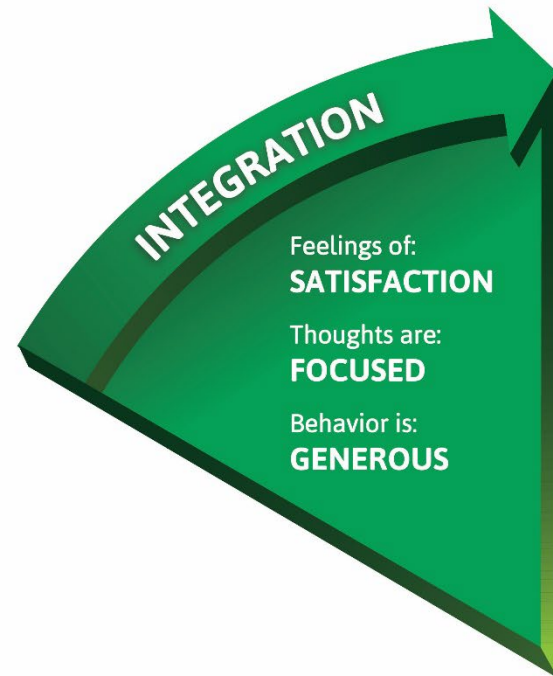
Stage Objective: Flexibility

Motivated by: Recognition or ego

Overuses: Arrogance

Challenge: Avoid becoming complacent

Opportunity: Successfully make change a life skill



**Learn as a skill,
Respect as a value.**

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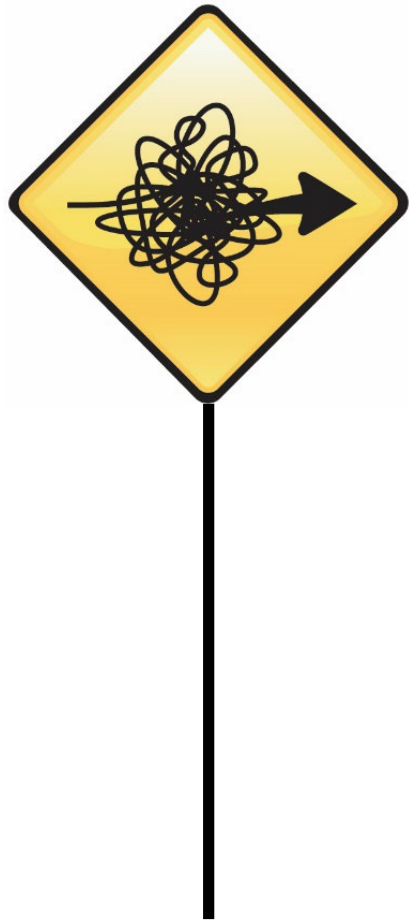
Stage 6: Integration

Dominant Emotion:
COMPASSION



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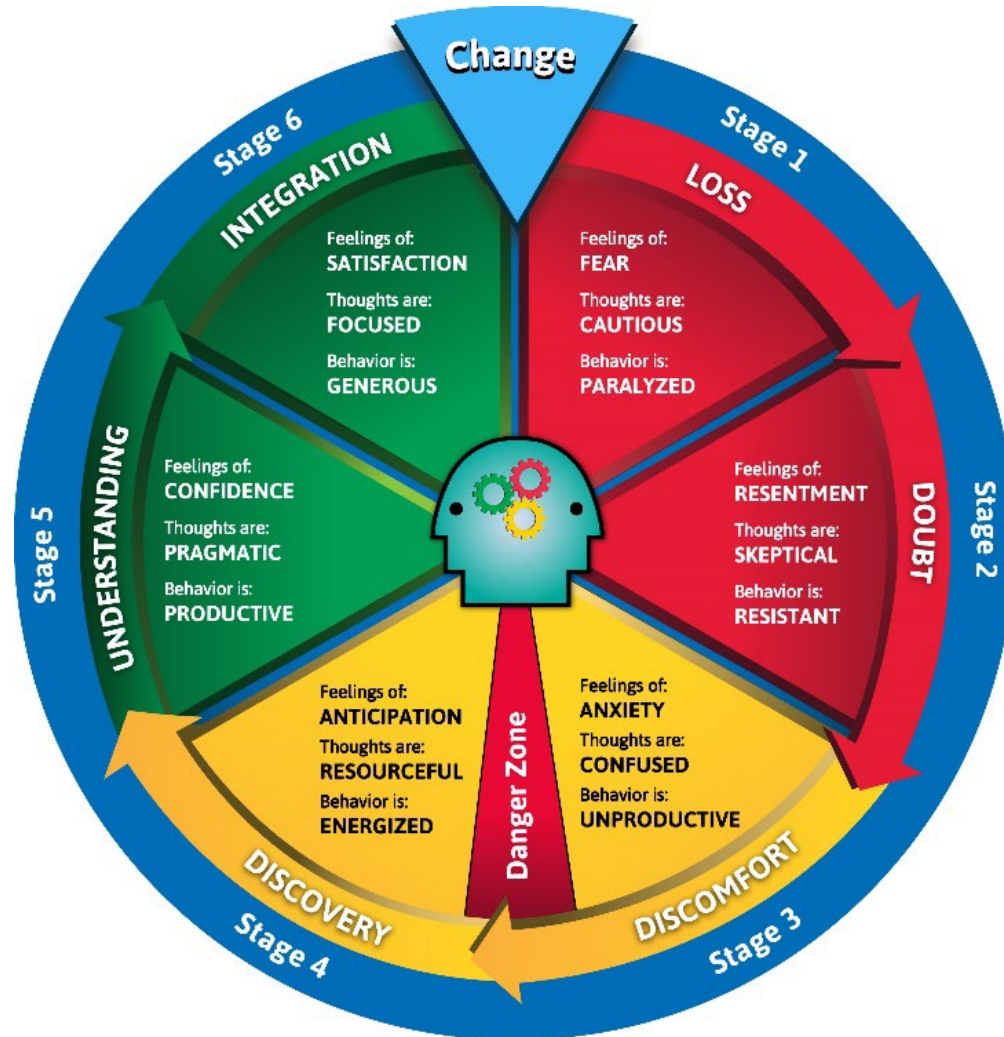
Skill: Gain New Knowledge



What specifically have you learned today about yourself and how you react and respond to change?

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The Change Cycle™



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Thank You!

It's not the strongest of the species that survives, nor the most intelligent, but rather, the one most responsive to change.



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Jackie S. Martin
Speak. Train. Ignite.



a matter of motivation

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