

How Change Breakthrough Analysis Works

The basis for Change Breakthrough Analysis is rooted in the principles of quantum physics, but you don't need a scientifically oriented mind in order to understand how the process works or to be able to use it well. What's important is to be able to see the parallels between the principles of energy and matter and the human dynamics of organizational change.

For example, everything in physical existence is made up of matter, whether it is a desk, chair, tree, or human being. All matter is made up of light particles that have varying levels of positive and negative charges. We might say that the response of someone who is very agitated is "negatively charged," whereas the response of someone who is excited is "positively charged."

Since organizational change is an emotional undertaking, it's never a good idea to ignore, deny, or attempt to sweep people's emotional reactions and responses under the corporate rug.

Why?.....

Because emotions are based on perceptions, and perceptions are nearly always somewhat lopsided. If you think something is more good than bad, your emotional response is positive. If you think something is more bad than good, your emotional response is negative. When you clearly look at both sides of a situation, you discover that the good and the bad often equal out. The key is to realize that emotions can disorder our thoughts.

Have you noticed that some of the more negative reactions to change aren't very logical? Look closer and you'll see that some of the more positive reactions to change aren't based in logic either.

**NOTE**

We find that many times change leaders focus on convincing people of the benefits exclusively. We believe in an optimistic attitude, but it is critical to acknowledge the negative perspective...which at certain times may be the prevailing attitude of your constituents.

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