

chapter

1

Changing for Good

Covered in this chapter:

- › Changing world – megatrends
- › Changing business – digital transformation
- › Changing culture – millennials and Gen Z
- › Changing people – the future of work

chapter 2

Debunking Change

Covered in this chapter:

- › Is change changing fast enough?
- › Kissing and change management
- › A baker's dozen of dumb things execs say about change
- › Four domains of change
- › Four paradigm problems
- › Frozen? Elsa not Lewin
- › The de-motivational speaker

chapter 3

Humanizing change

Covered in this chapter:

- › Unchanging change models
- › 21st century Kotter?
- › Change management tool for managers
- › Human-centered change process
- › Stop calling it resistance
- › Humanizing businesses and how we change them

chapter **4**

Debiasing Change

Covered in this chapter:

- › System I and II in business
- › A systemic approach to debiasing (I, We, It)
- › Debiasing teams, “algos,” and culture—the new frontier
- › Critical thinking—the bias slayer
- › Corporate level critical thinking

chapter 5

Behavioral Science and Change

Covered in this chapter:

- › Behaviors matter most
- › A potted history of behavior change
- › The behavioral revolution
- › Five tools for changing behavior:
 - › Changing habits
 - › Behavioral specificity
 - › Zero behavioral tolerance
 - › Behavioral training and development
 - › Nudges and MINDSPACE
- › Do we need a Chief Behavioral Officer?
- › Ethics, paternalism, and reactance

chapter 6

Influencing and Change

Covered in this chapter:

- › When facts fail
- › Digital age communication
- › Information disorder
- › 21st century participation and involvement
- › Technology and continuous engagement
- › Creating trust empathy and shared purpose
- › 21st century training and influencing
- › Listening as influencing
- › Engaging hearts with stories

chapter 0

Preface

Covered in this chapter:

- › About Impact
- › The values of 21st century change
- › Purpose
- › Humanizing business and change
- › Democracy and business
- › Science and business
- › Reason and change
- › Progress? It is up to us
- › Heresy and change