

# IGNITE 2021

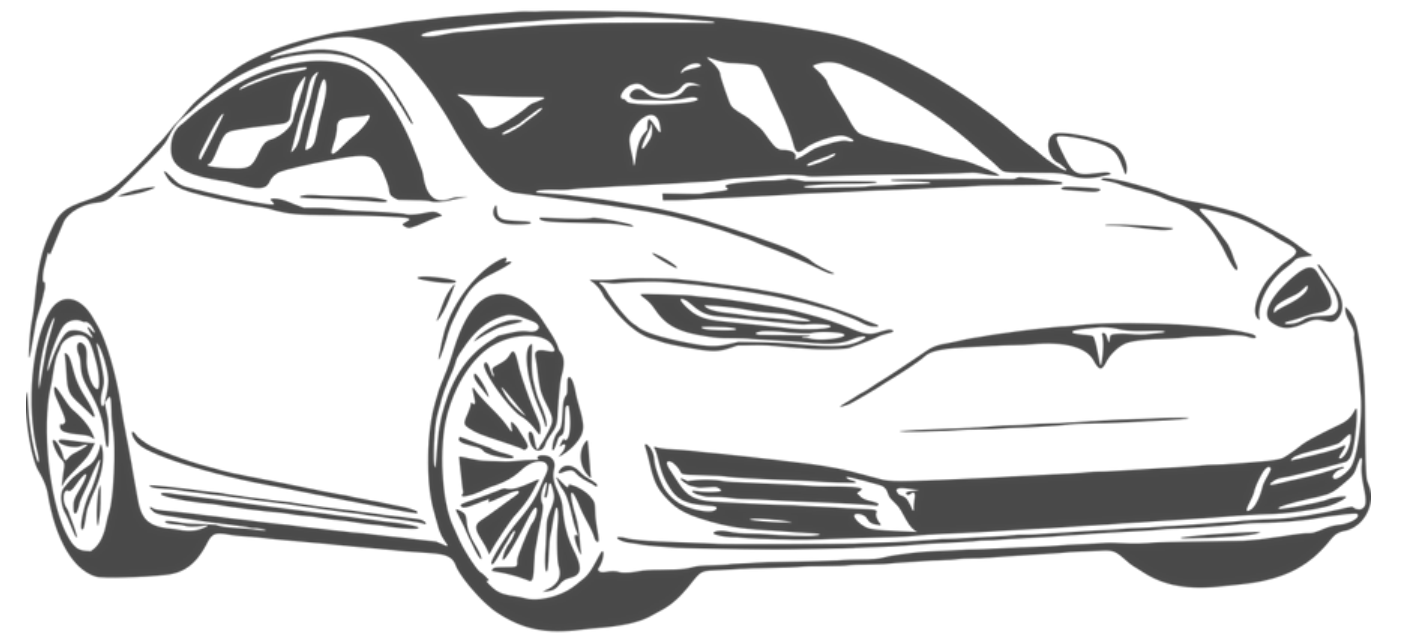
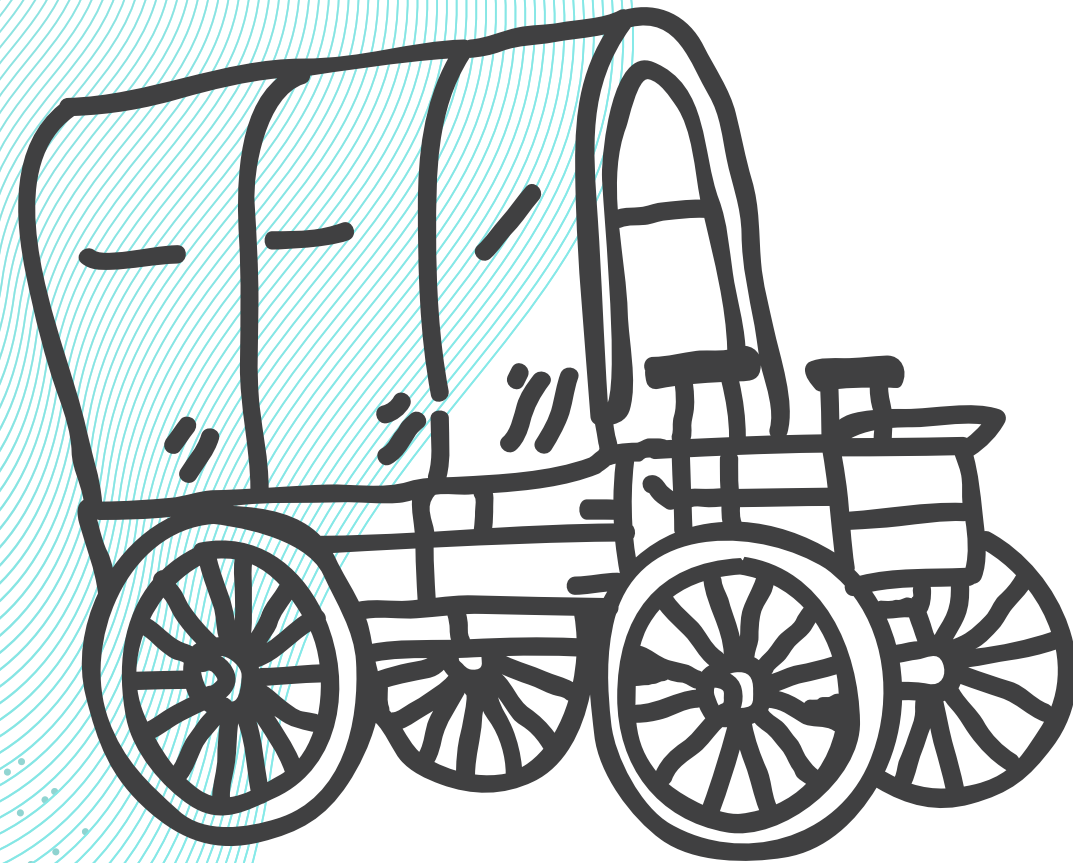
## *Accepting Change*

Presented by Sherry Freitas



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# *Transportation*



# *Communication*



*Eating*



**DOORDASH**



# *Change*

## verb

1. replace (something) with something else, especially something of the same kind that is newer or better; substitute one thing for (another)



# Sherry's Two Types of Change

*Imposed and Self Decided*



# *Self Decided*

What Is the Conversation in Your Head?

## EXAMPLES

- Moving
- Change in Job
- Marriage
- Kids
- Fashion

*Perceive the Positive Impact*





# *Imposed*

**How Is the Conversation in Your Head Different?**





# *Change Resister*

*fear*

*failure*

*has been*

*transparency*

*obsolescence*





# *Change Acceptor*

Expert User

Champion

Trailblazer

Early Adopter

Trend Setter



# *How to Accept Change*

## 1. Embrace new opportunities

Get your mindset right; be positive, control emotions

## 2. Influence or Drive Change

Feeling of empowerment and less fearful

## 3. Embrace the why


Envision the impact

## 4. Celebrate your milestones

## 5. Reflect

It wasn't so bad after all





**If we want people to embrace change,  
organizations need to get better at  
communicating the emotional part.**

**Companies need to tap into the reasons  
people seek change in their personal lives  
and see those changes as positive.**



*Thank you!*



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