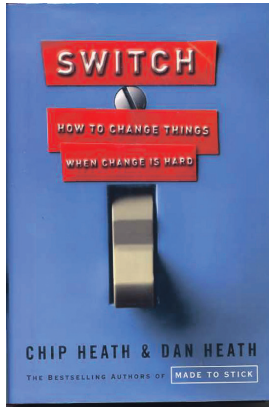


Book Review Courtesy of Halton Hills Library

SWITCH: How to Change Things When Change is Hard

By Chip Heath & Dan Heath ISBN: 9780307357274 ©2010
Review by Beverley King, Halton Hills Public Libraries



Imagine an alarm clock that goes off in the morning and it's designed to roll off your bedside table and roll around with the annoying alarm ringing. You get up and chase it. Think it's weird? Apparently it sells quite well and it got you out of bed, didn't it?

Early in SWITCH, the authors, Chip and Dan Heath, describe the two parts of you that struggle endlessly. They call the parts the elephant and the rider. The struggle begins the moment your alarm goes off. One part of you wants to stay comfortable and go back to sleep for a few minutes. The other wants to get up and use the extra time for some exercise or to eat a healthier breakfast. Sound familiar?

The book does a superb job of teaching you all about the rider and the elephant. I'll leave these first two sections of the book to you because I found the third part of change even more intriguing. It's intriguing and yet it's somewhat obvious when you stop and think about it. The authors call it shaping the path. The concept is that usually we have to tweak the environment to change how people behave. The Heath brothers teach the importance of "the path" through detailed examples and case studies in the form of stories. The results are inspiring.

Try this: tomorrow pay attention to how many times you see where people have tweaked the environment to shape your behaviour. Streets and traffic lights are perfect

examples. Small tweaks to the environment can trigger a change in behaviour. It can be something as small as an email with subheadings and blocks of text that nudge you to keep reading. Your car probably has an annoying chime if you don't put on your seatbelt. You get the idea.

This book is one of the best books on change I've ever read. It gracefully omblines all the concepts found in books about organizational change in business and self-help books aimed at personal change. It doesn't just talk about theory. It's really a how-to book full of fascinating examples and stories that reinforce that change is possible even when it seems impossible.

This is one of those worthy books that shouldn't just be read; you should take it apart. Read it a few times and see how to apply it in your life or in your business. When you're done, recommend it to a friend. Understanding the three elements that drive true change will pay big in your career, your business, and in your personal life.

Remember that annoying clock that tries to lure you out of bed in the morning? Consider this your wake up call. You can either go back to sleep and do nothing or you can tweak your environment right now. Leave yourself a reminder to read this book. You still have to learn about the elephant and rider anyway. Change is hard. This book shows you how.

EMPLOYEE OF THE QUARTER

Marie Louth
Vision 2000
328 Guelph St.
Georgetown, ON L7G 4B5
905-873-2000 ext. 257
mariel@vionsion2000.ca



The first recipient to receive this award is the personification of what it means to "display exceptional performance in their position resulting in overall excellence as an employee." This award is presented quarterly.

Thirty-eight years in the travel industry gives Marie a perspective on travel that many would never see in a lifetime. She has been with Vision 2000 for the last nine years. Marie's dedication and continuous desire to upgrade her skills over the years are examples of how she continues to serve her clients. Her certifications include TICO (Travel Industry Council of Ontario), CITC (Canadian Institute of Travel Counsellors), CTC (Certified Travel Counsellor) and she has a BA in Sociology and Psychology. Her customers include multiple generations of families who continue to use her services to

travel the world. The two R's, repetition and recommendation, make up her client base.

Marie was nominated for her personal attention to details. She takes the time to research customers' needs and provide options. Her knowledge of travel and destinations is detailed and accurate. She is dependable. Her perseverance in helping stranded travellers and making sure that they get home safely from unforeseen circumstances is unequalled.

As you can tell, Marie goes the extra mile for the people she meets. She may not see you for years, but will remember you the next time you come in to see her. Her friendliness and down-to-earth personality make her a pleasure to talk to and work with. Marie can often be found taking her work home with her or staying late to give a client an answer.

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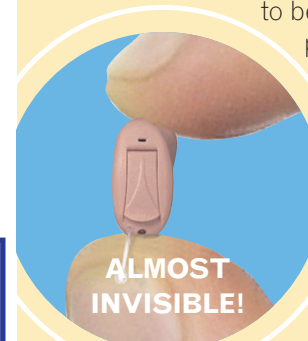
BETTER HEARING DAY



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