

People inherently resist change,which is why culture is so hard to change. They don’t like being pushed out of their comfort zone. You have to suggest a better alternative, and then put people in a setting where they can see the gains to be harvested if they take that step towards that change. And if you show them that by collaborating with others in the organization for a greater good, they can deliver greater results.

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| How to apply this concept | Think of something in your everyday work that could be changed. |
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