

Kanban Maturity Model

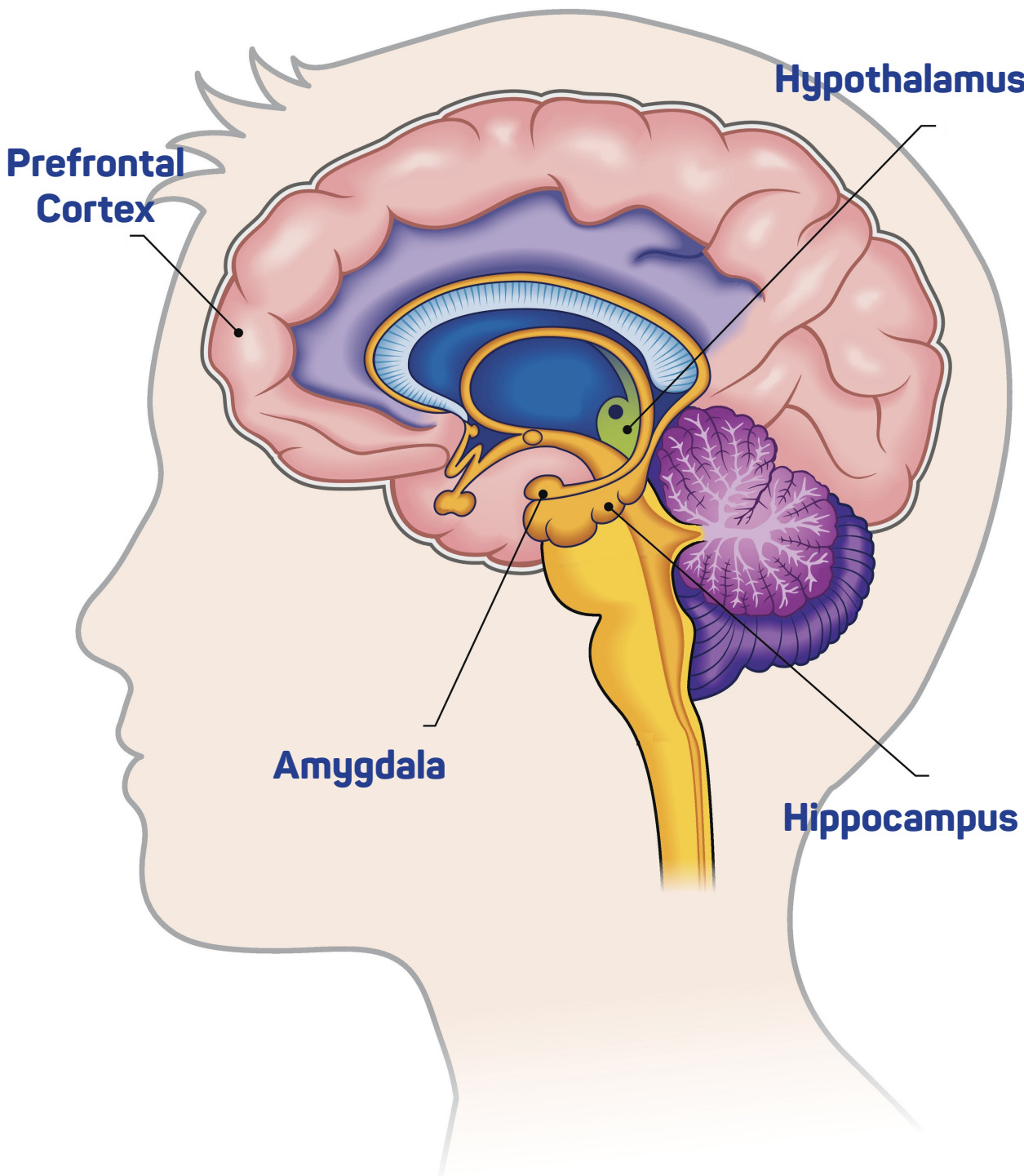
Why Do People Resist Change?

Prefrontal Cortex

Plato	Reason
Psyche (<i>Republic I</i>)	Logos
Soul (<i>Republic IV</i>)	Nous
Enlightenment	Logic
Daniel Kahneman	System 2

RESISTANCE TO PRACTICE ADOPTION

- Individual or organizational identity being changed or attacked.
- Fear of incompetence (with "Fear of losing control" variant).
- Failure to understand the causation between a practice and an outcome.
- Failure to appreciate scale.
- Failure to recognize a maturing market and match organizational maturity to the market appropriately.



"PEOPLE DO NOT RESIST CHANGE, THEY RESIST BEING CHANGED."
—PETER SENGE, THE FIFTH DISCIPLINE

Hypothalamus

Plato	Desire/Appetite	
Psyche (<i>Republic I</i>)	Eros	
Soul (<i>Republic IV</i>)	Epithymos	
Enlightenment	Emotion	
Daniel Kahneman	System 1	
Pre-Scientific Revolution	Sentiment	Affection
Examples of Emotions	Like, Achievement, Pride	Desire, Lust, Trust
Neurotransmitter	Dopamine	Oxytocin

Amygdala Hippocampus

Plato	Spirit
Psyche (<i>Republic I</i>) Soul (<i>Republic IV</i>)	Thymos
Enlightenment	Emotion
Daniel Kahneman	System 1
Pre-Scientific Revolution	Passion
Examples of Emotions	Dignity, Respect, Recognition, Status, Identity, Entitlement
Neurotransmitter	Serotonin

ESCALATING MOTIVATION FOR CHANGE

1

GO AROUND THE ROCK



3

FLIP THE ALPHA



2

ENGAGE PEOPLE EMOTIONALLY

- VISUAL
- SOCIAL/COLLABORATION
- TACTILE
- NARRATIVE
- EXPERIMENTAL IMMERSION
- FORM EMPATHY

4

COACHED IDENTITY CHANGE



6

CREATE A PUNCTUATION POINT



5

Counter Emotional Resistance with Stronger Emotions

POSITIVE	NEGATIVE
PASSION	ANXIETY
EXCITEMENT	FEAR
HAPPINESS	HATE
LOVE	ANGER
LOSS AND GRIEF	SHAME
ACHIEVEMENT	HUMILIATION
PRIDE	EMBARRASSMENT