

Why Do People Change?

- People tend to change when they have participated in the decision to change.
- People tend to change when the rewards for change exceed the pain of change.
- People tend to change when they see others changing, particularly when the change direction is supported by valued persons.
- People tend to change more readily when they have the competencies, knowledge and skills required by the change.
- People tend to change more readily in an environment free from threat and judgement.
- People tend to change to the degree that they trust the motives of the persons trying to induce the change.
- People tend to change more readily if they are able to influence reciprocally the person or persons attempting to influence them.
- People tend to change to the degree that they see the change has been successful, especially if they are able to gather data for themselves.
- People tend to change either in a series of small steps or as a total change in their way of life.
- People tend to maintain change as the change is supported by their environment.
- People tend to maintain change if there is public commitment to the change.
- People tend to resist change to the degree that they feel it is being imposed upon them.

****Based on research done at the National Training Laboratories, Bethel, Main*