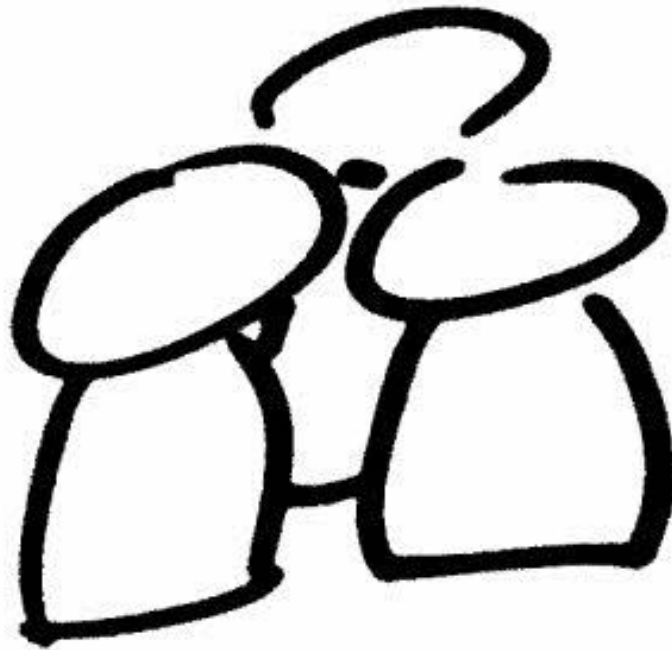


# Change is hard

#BrainHapps

# CHANGE?



Unfortunately, our brains work against change. Why?

**Because our emotions drive our behaviour, not some rationale that's been communicated.**

Our behaviour, our responses to certain situations or experiences create chemicals *specific* to those behaviours/responses that our unconscious brain gets addicted to (the unconscious brain is a bit of an addiction machine). Eventually, the brain becomes dependent on that cocktail of chemicals.

When we start to make changes to our behaviour or change is imposed on us, a chemical *imbalance* occurs in the brain. The brain then starts to fight our attempts to change...on a chemical level – we go through a chemical withdrawal. Our emotional 'addictions' (habits) seek out the situations that produce the chemical our brains crave.

Behaving and feeling differently is often uncomfortable after years of behaving a certain way, so we end up fighting bad habits and uncomfortable feelings (the chemical imbalance).

In order to change something (and we *can* change) we have to be **conscious** (aware, bring attention to it, be alert to it, notice it) plus have an **intention** to change. If our resilience is low, this is a hard thing to do. And here's the 'clincher'...every brain is different!

Every brain has had unique experiences.  
Every brain is based on a unique genetic formula.

How can every individual respond to change the same way? They can't! And they won't.

Some will equate change to uncertainty and for them that may cause discomfort, even fear. For others, it will be OK.

Depending on your brain, change can trigger excitement, fear or anything in between.

The simple fact is, it's human nature to fear, to default to the negative...we can't help it. It's hard-wired into our brains.

### **What do we do about it?**

Recognise that reactions to change aren't random – they are generated from those unique experiences, that genetic formula. These reactions are instinctive, involuntary and automatic so resilience levels need to be high to 'put the brakes on':

- Practice looking for the positive in everything, even at the worst of times
- Focus on the natural strengths we have that can pull us through
- Talk to someone about our feelings, emotions, responses
- Look for more productive ways to respond

By understanding the brain, we're more aware and therefore in a much better place to make positive choices.

Most change programs fail to achieve desired outcomes in a productive way because planning for change fails to start with the individual brains about to be impacted.