

Revolution or Evolution?  
Making the Most of Organizational Change  
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Joe Hastings

Executive Director, Don Harrington Discovery Center  
Amarillo, Texas

Marcelo Knobel, PhD

Provost, Universidade Estadual de Campinas  
Museu Exploratorio  
Campinas, Brazil

Kimberlee Kiehl, PhD

Senior Vice President, Chief Strategy & Operations Officer , COSI  
Columbus, Ohio

DAVID HEIL & ASSOCIATES, INC.

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*Innovations in Science Learning*

Chris Wallace, Associate

4614 SW Kelly Avenue, Suite 100, Portland, Oregon 97239

(p) 503.245.2102 (f) 503.245.2628 [www.davidheil.com](http://www.davidheil.com)

## Revolution or Evolution?



"IMPLEMENTING THESE CHANGES WON'T BE EASY.  
WE'RE PRETTY SET IN DOING THINGS THE WRONG WAY."

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## Why is Change Difficult?

### “Status Quo Anxiety”

- James Surowiecki, *The New Yorker*, August 31, 2009

- Endowment Affect  
The mere fact we possess something leads us to overvalue it.
- Status Quo Bias  
We tend to be inclined to keep things as they are.
- Anxiety of Loss  
We feel the pain of losses more than we enjoy the pleasure of gains.

## Opportunities Present in Change

### “Managing Transitions”

- William Bridges, 2003

- “Changes of any sort...succeed or fail on the basis of whether the people affected do things differently.”
- “In the gap between the old and new is the time when innovation is most possible and when the organization can most easily be revitalized.”

*Letting Go*



*Neutral Zone*



*New  
Beginning*

## Moving Forward with a Shared New Vision

- Responsive Leadership
- Acknowledgement of Loss
- Asset/Resource Inventory
- Reconnect with Stakeholders and Community (Market Research)
- Mitigate Weaknesses with Strengths and Threats with Opportunities.
- Shared Assumption of Risks
- Celebrate Successes

