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**ACTION OVERVIEW:**

Reaction-focused Interventions

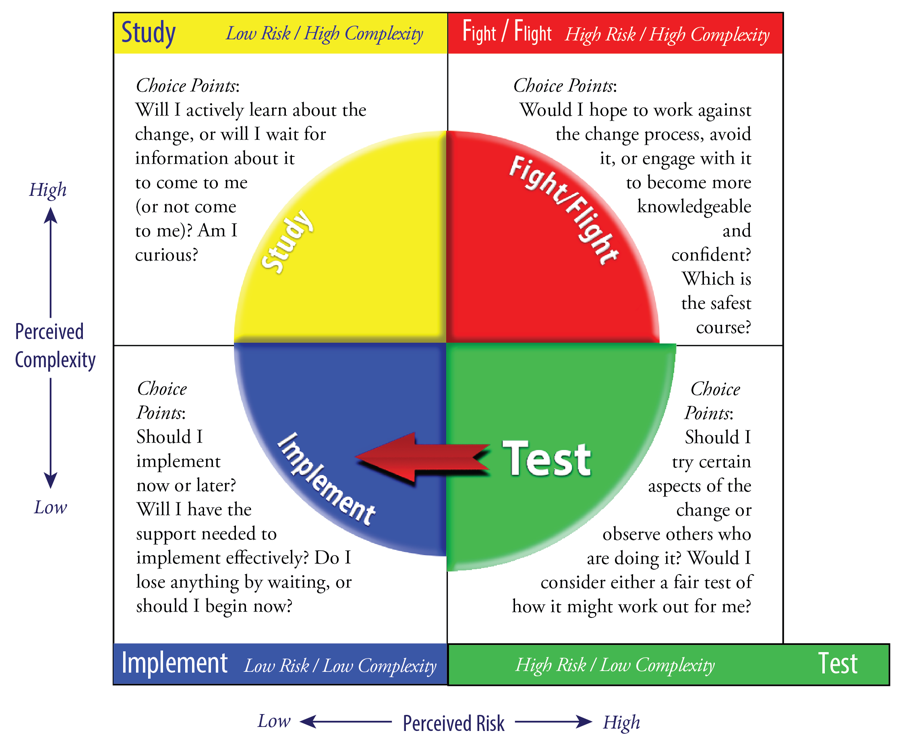
**SUMMARY**

Targeting implementation actions to actual change reactions improves productive change response and decreases time to full adoption.

**REACTIONS TO CHANGE**

Our research shows the following four reactions to change:

1. **Fight/Flight**
   1. Combination of high perceived risk and high perceived complexity
2. **Test**
   1. Combination of high perceived risk and low perceived complexity
3. **Study**
   1. Combination of low perceived risk and high perceived complexity
4. **Implement:**
   1. Combination of low perceived risk and low perceived complexity in the presence of high perceived personal benefit



**APPROPRIATE INTERVENTIONS**

The following general intervention types are associated with specific reaction types:

1. **Fight/Flight**
   1. Reduce perceived complexity
      1. Provide general training/education about underlying reasons for change, stages/steps of change, and actions to be taken by individuals in the “to-be” state.
   2. Reduce perceived risk
      1. Identify informal influencers
      2. Identify informal influencer needs
      3. Identify most practical/useful/applicable aspects of the change
      4. Cross-matrix needs with useful aspects
      5. Provide environment for interaction between informal influencers and useful aspects
      6. Leverage perceived personal benefit via social networking tools
2. **Test**
   1. Reduce perceived risk
      1. Identify informal influencers
      2. Identify informal influencer needs
      3. Identify most practical/useful/applicable aspects of the change
      4. Cross-matrix needs with useful aspects
      5. Provide environment for interaction between informal influencers and useful aspects
      6. Leverage perceived personal benefit via social networking tools
   2. Avoid complexity-reduction education/training
3. **Study**
   1. Reduce perceived complexity
      1. Provide general training/education about underlying reasons for change, stages/steps of change, and actions to be taken by individuals in the “to-be” state.
   2. Avoid risk-mitigation strategies and activities
4. **Implement**
   1. Assess implementation needs
   2. Provide rapid implementation support
   3. Avoid complexity-reduction and risk-mitigation strategies and activities