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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