

Piramal e-Swasthya: Attempting Big Changes for Small Places - in India and Beyond

be the **CHANGE** you want to see

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Change & the Brain
Based on David Rock's NeuroLeadership Principles

Change is Hard on the Human Brain
3 Levels of Thinking

1. **Automatic** (Survival)
2. **Deliberate** (Planning)
3. **Reflective** (Learning)

Human Brains React to Threats & Rewards

Change & the Brain
A brain silhouette filled with colorful gears. The gears are labeled with the following terms: Certainty, Status, Autonomy, Happiness, and Self-Directedness.

Question:
Based on the quote, what are the key factors that influence our ability to change? How can we leverage these factors to drive positive change in our lives and organizations?

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Question:
How do you think about change? Do you think it is a good thing or a bad thing? Do you think it is a challenge or an opportunity? Do you think it is a threat or a reward?

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CM Article: http://nihrecord.od.nih.gov/newsletters/2013/03_01_2013/story3.htm

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Question:

Name the types of changes humans encounter as a part of their everyday lives.
(e.g., learning to walk, going to college, become a parent)



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So why is
change at
work so
hard?

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Change is Hard on the Human Brain

3 Levels of Thinking

1
Simplest

- Delete an email
- See a friend
- Present

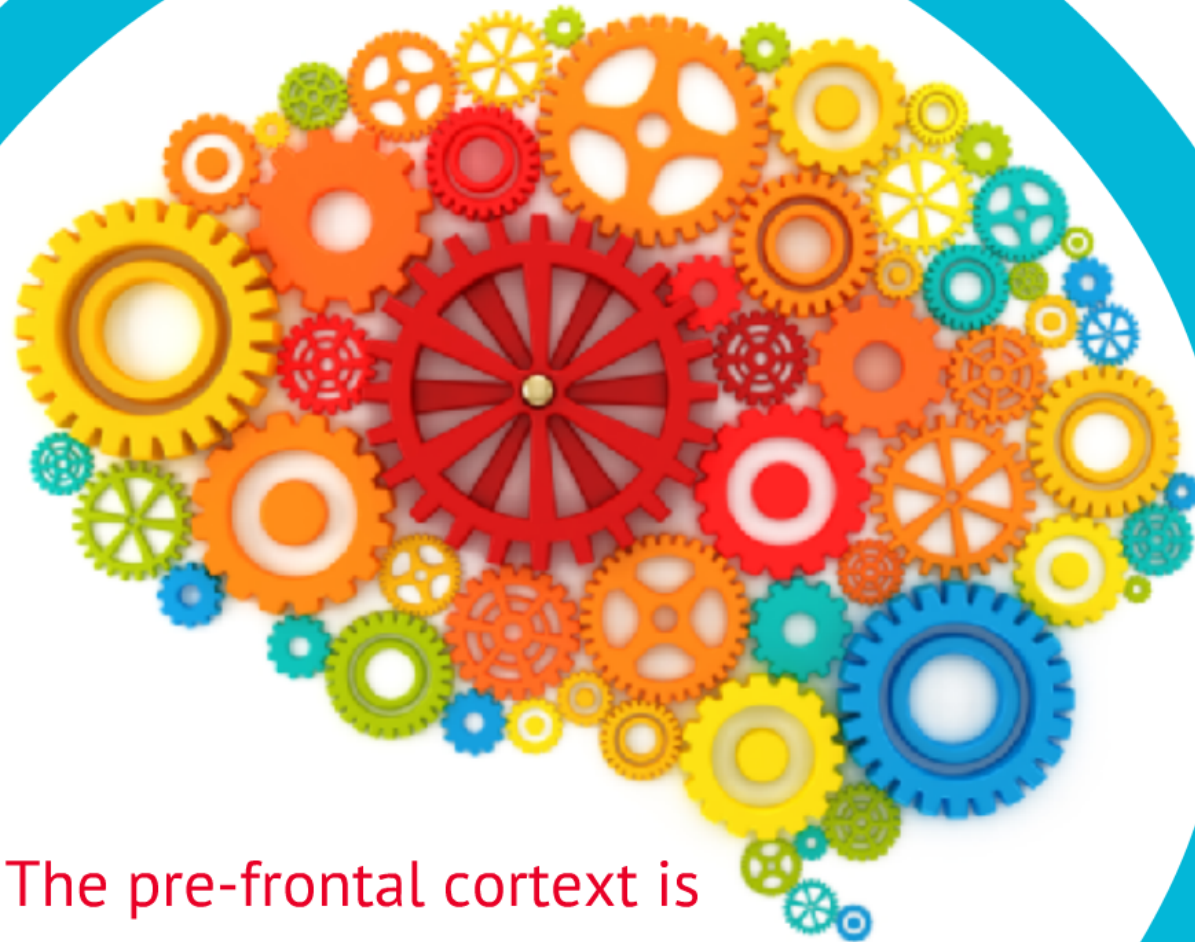
2
More Complex

- Schedule a meeting
- Identify an object
- Past

3
Most Difficult

- Write a business plan
- Comprehend a concept
- Future

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The pre-frontal cortex is
responsible for level three thinking

Like a muscle, it gets
tired quickly

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**The brain can handle
5 to 6 hours of
level three thinking
each week.**

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