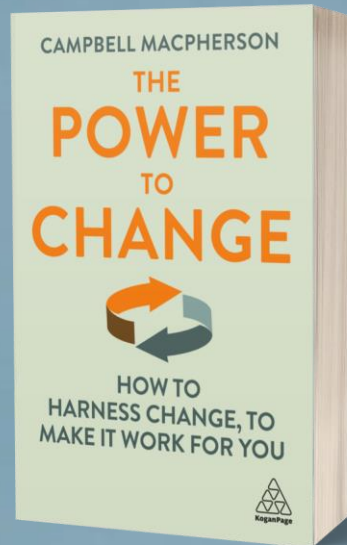


# ***THE CHANGE MATRIX AND CHANGE CURVES***



Campbell Macpherson

Author of 2018 Business Book of the Year

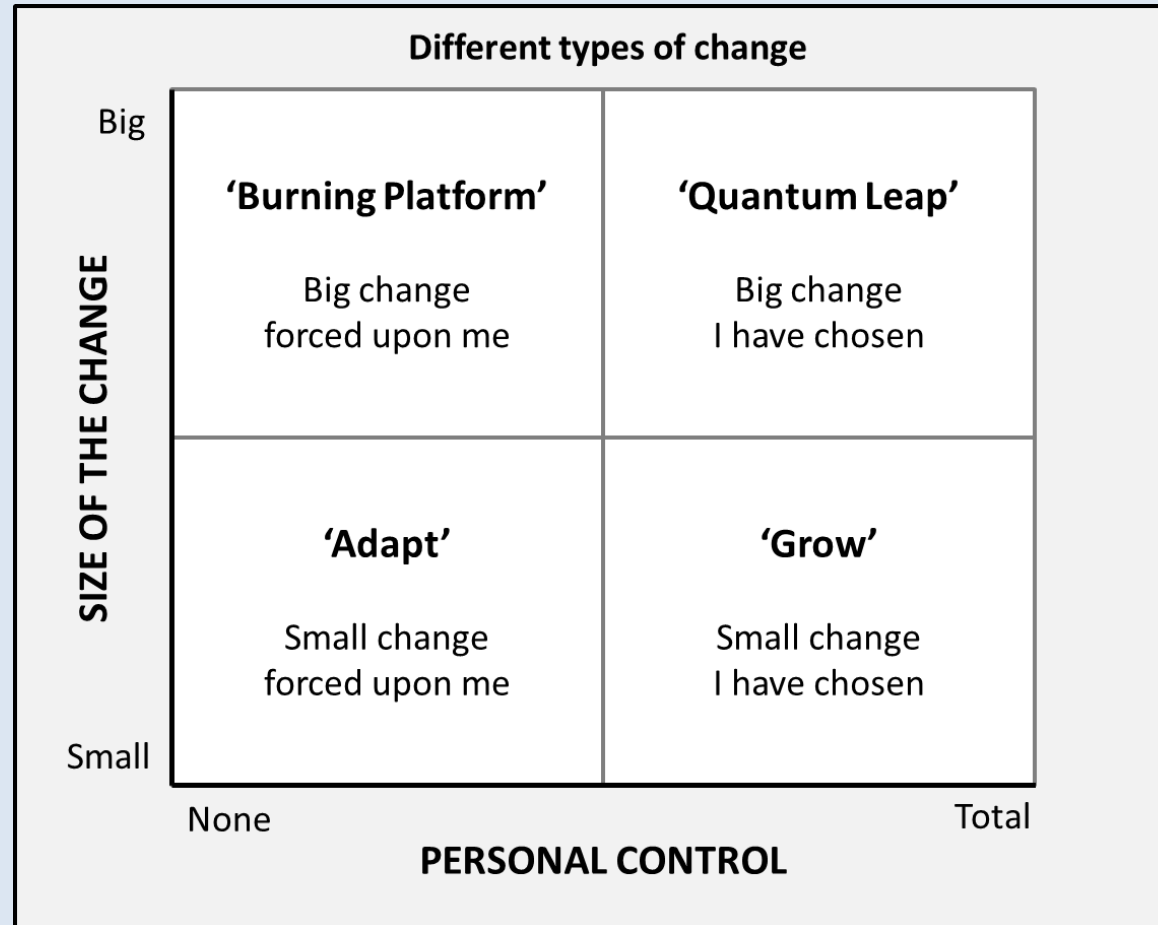
[www.changeandstrategy.com](http://www.changeandstrategy.com)



# The Change Matrix



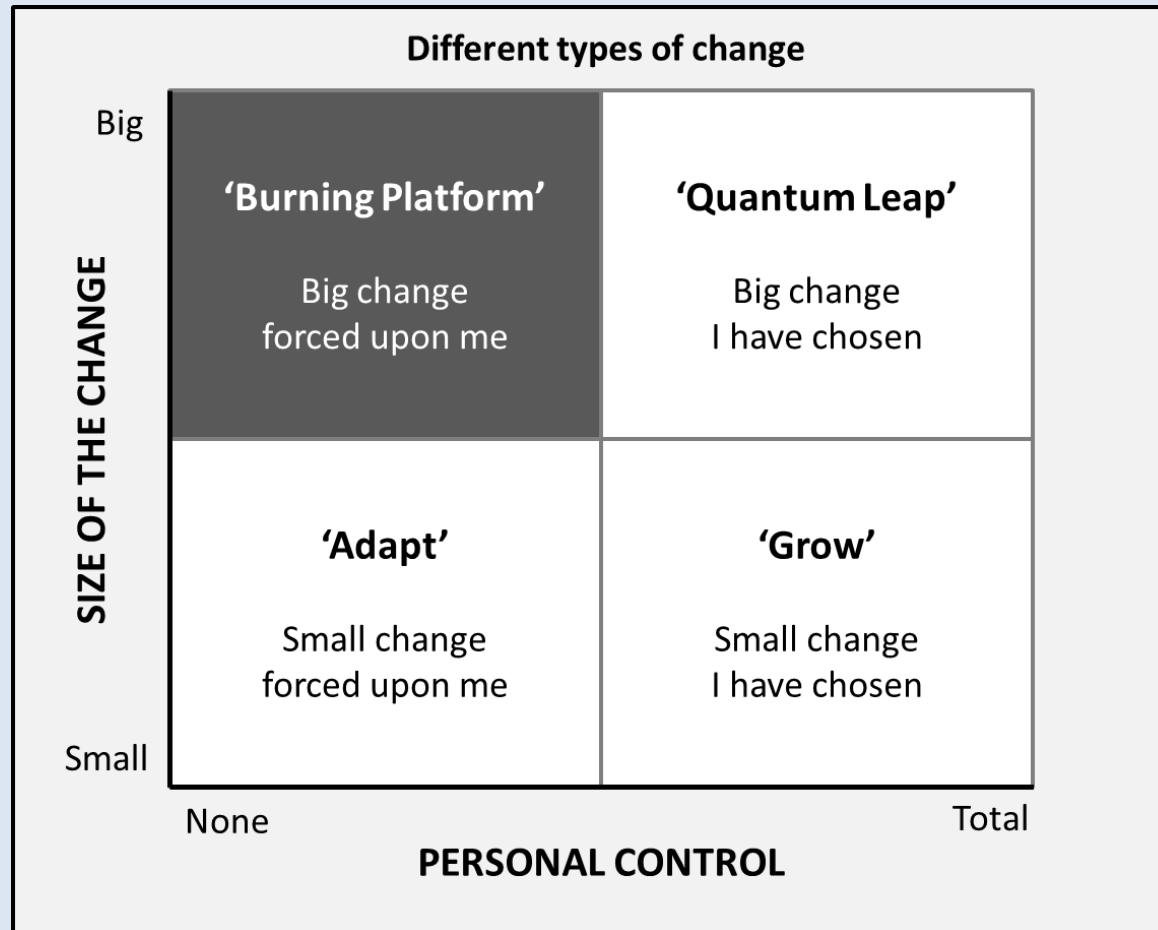
All change can be found within our Change Matrix – a factor of the size of the change and the degree of personal control we have over it.



# The Burning Platform Quadrant



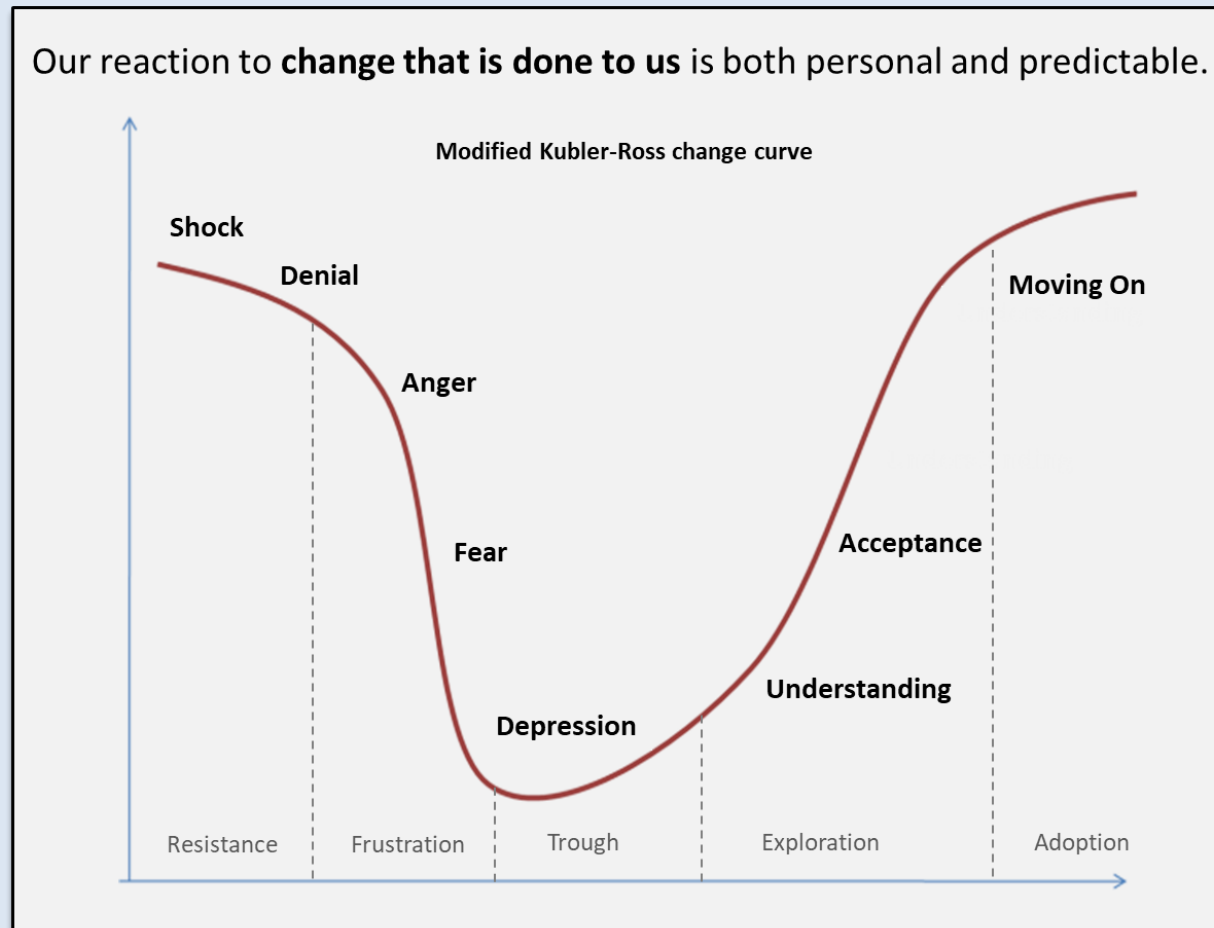
Let us first look at the Burning Platform quadrant – and the rollercoaster of emotion that we experience when big change is done to us.



# The Burning Platform Change Curve



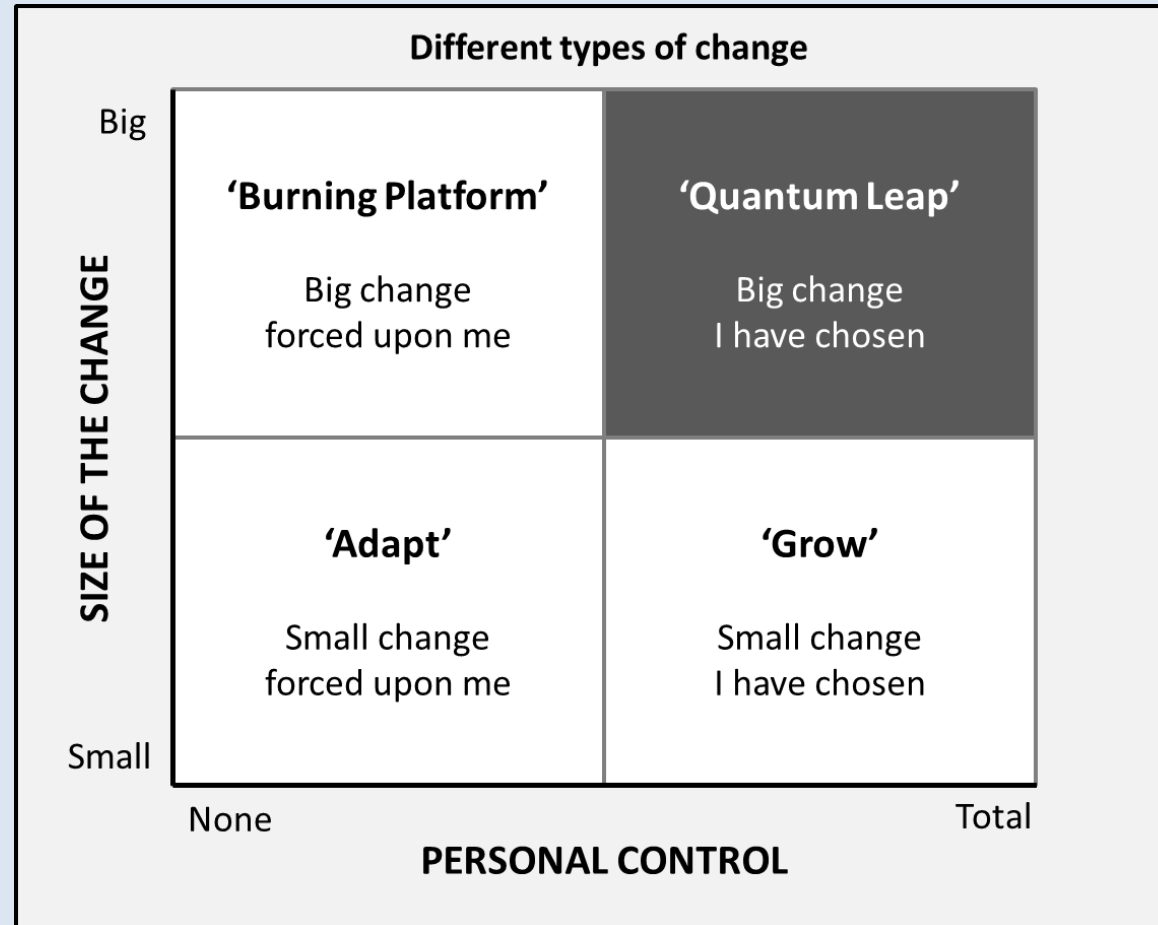
The emotions we experience when big change is done to us are entirely predictable and completely normal.



# The Quantum Leap Quadrant



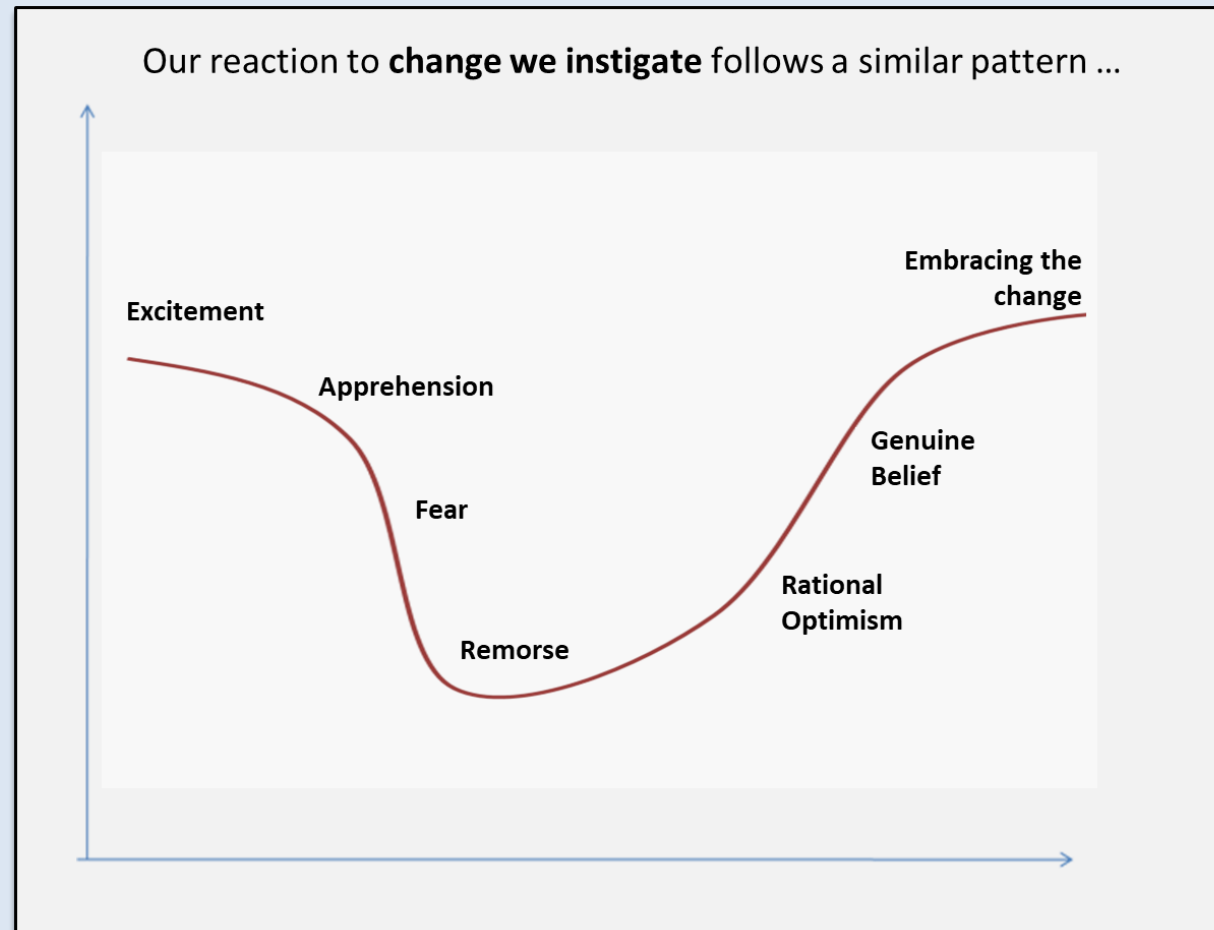
Let us now take a look at the lesser known Quantum Leap quadrant – and the rollercoaster of emotion that we experience even when we instigate significant change.



# The Quantum Leap Change Curve



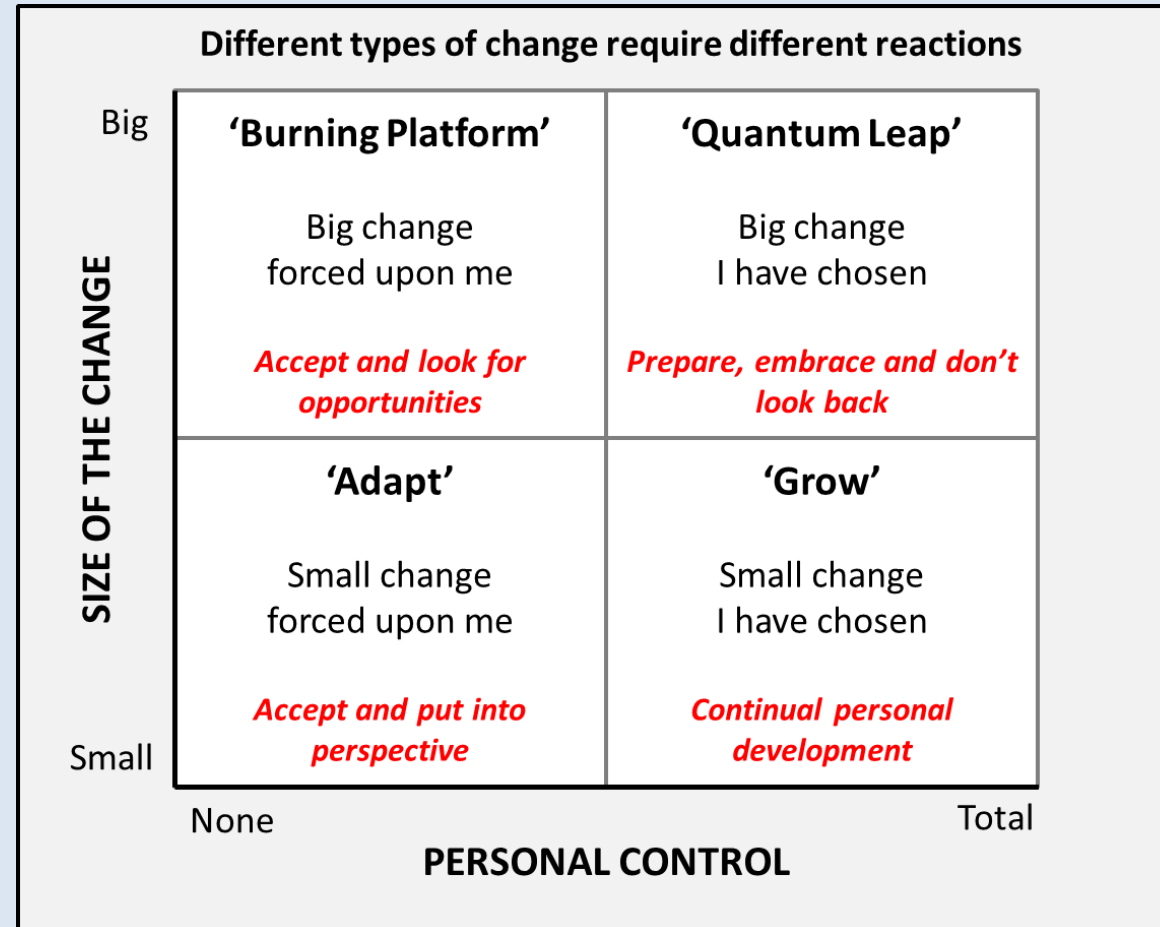
The emotions we experience when we instigate big change are also entirely predictable and completely normal.



# Returning to the Matrix



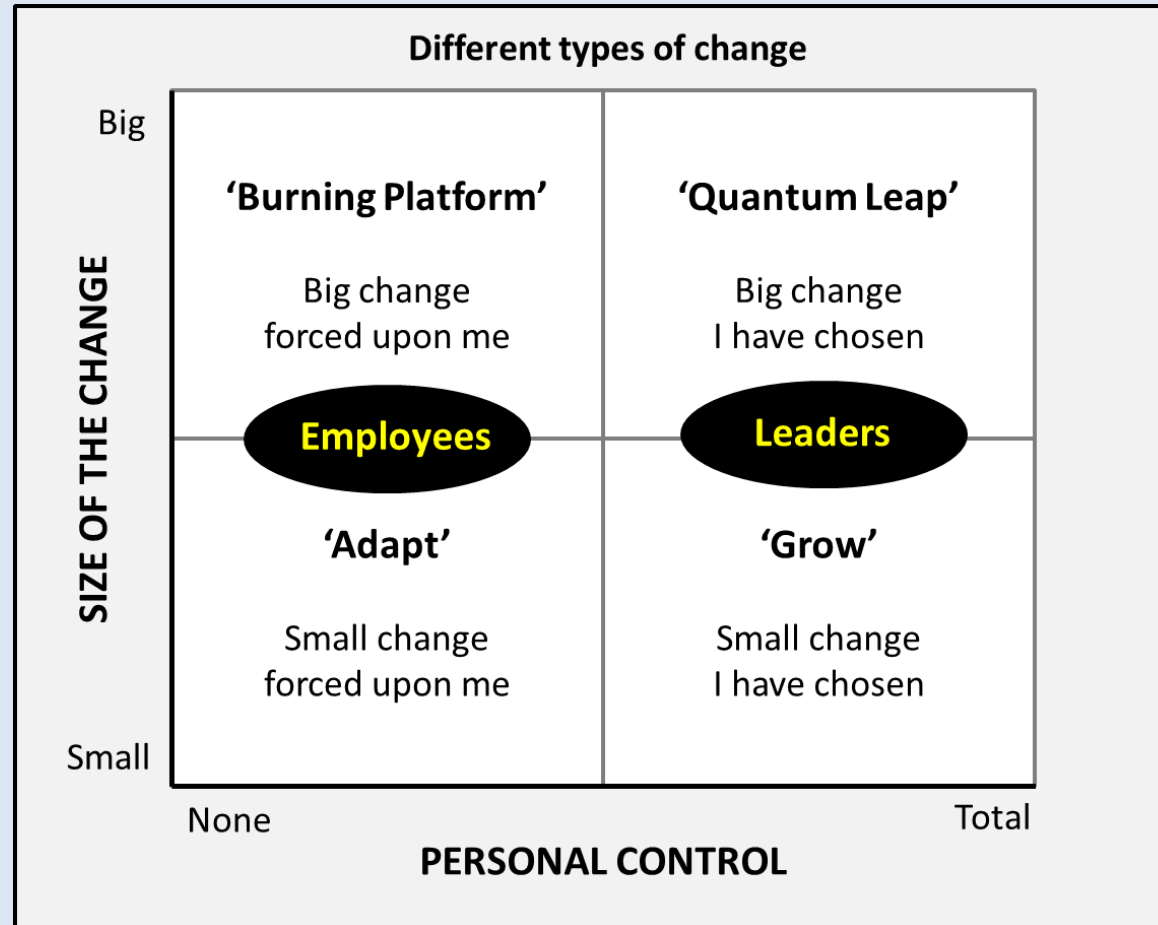
Strategies for thriving within each quadrant.



# Returning to the Matrix



One of the most common problems with major change initiatives is that the leaders who instigated the change occupy the Quantum Leap quadrant while employees are firmly in the Burning Platform quadrant – in a state of shock.





# **CHANGE :: STRATEGY**

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