# THE CHANGE MATRIX AND CHANGE CURVES



Campbell Macpherson

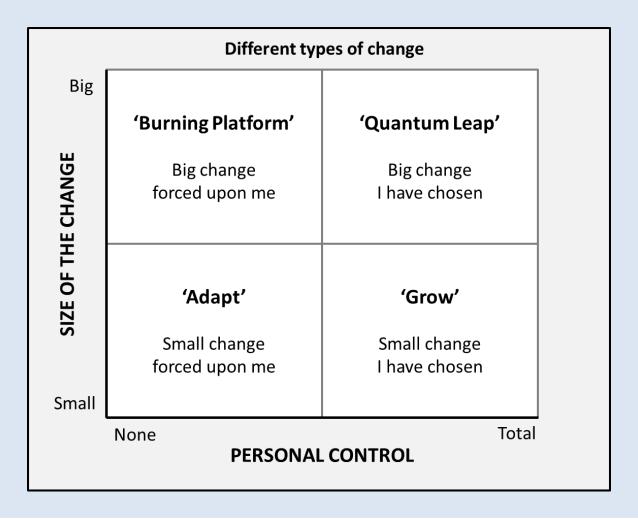
Author of 2018 Business Book of the Year www.changeandstrategy.com



#### The Change Matrix



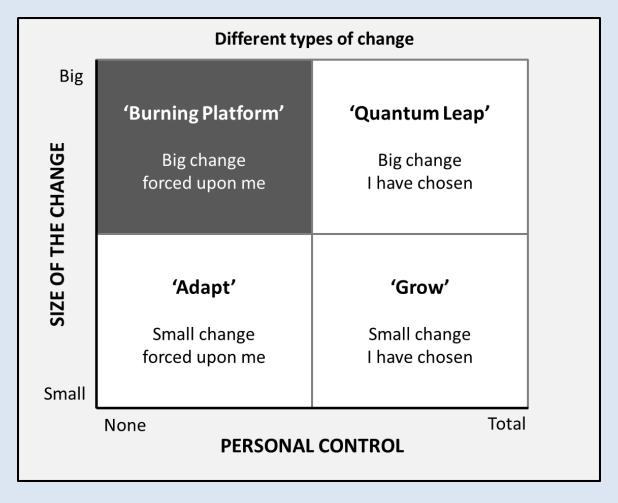
All change can be found within our Change Matrix – a factor of the size of the change and the degree of personal control we have over it.



#### The Burning Platform Quadrant



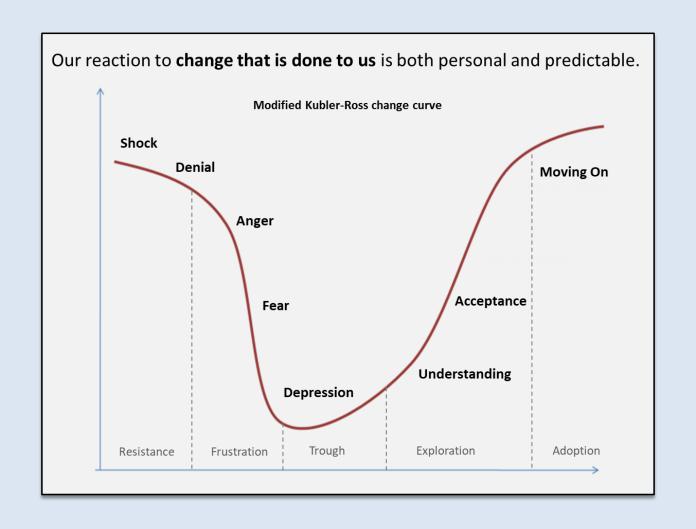
Let us first look at the Burning Platform quadrant – and the rollercoaster of emotion that we experience when big change is done to us.



#### The Burning Platform Change Curve



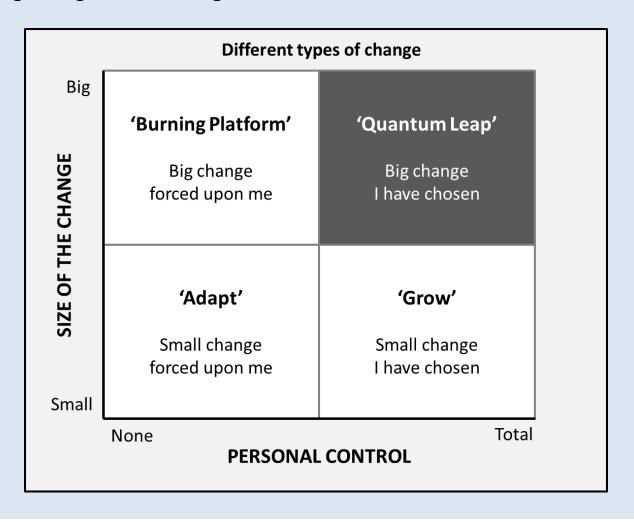
The emotions we experience when big change is done to us are entirely predictable and completely normal.



#### 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



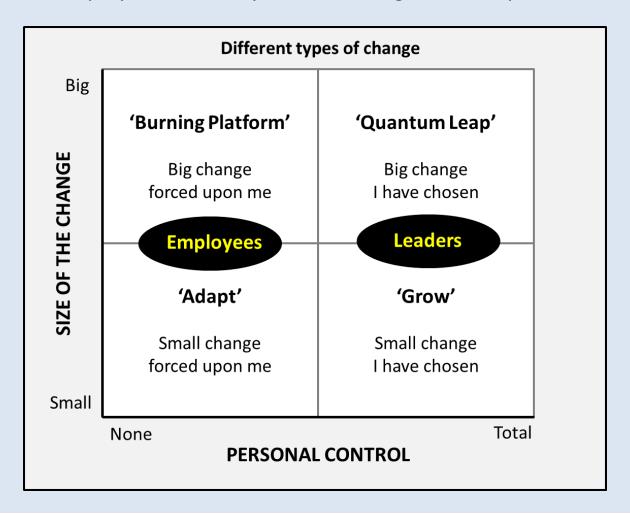
Strategies for thriving within each quadrant.

Different types of change require different reactions		
Big	'Burning Platform'	'Quantum Leap'
NGE	Big change forced upon me	Big change I have chosen
SIZE OF THE CHANGE	Accept and look for opportunities	Prepare, embrace and don't look back
F TH	'Adapt'	'Grow'
SIZE C	Small change forced upon me	Small change I have chosen
Small	Accept and put into perspective	Continual personal development
None Total PERSONAL CONTROL		

#### 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

changeandstrategy.com

e: campbell@changeandstrategy.com