



THE PERSPECTIVE FLIP KIT

Helping you identify and overcome
change drag, status-quo glue, and
failure freeze.

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WHY *FLIPPING THE PERSPECTIVE* MATTERS

Leading change isn't just about introducing a new idea...it's about guiding people through how it feels.

Teams resist for different reasons: uncertainty, fatigue, or fear of failure.

The Perspective Flip Kit helps leaders identify what's really behind resistance, honor it with empathy, and reframe situations in ways that build trust and confidence.

When leaders practice this mindset, frustration turns into curiosity, and hesitation turns into movement.

STEP 1:

Recognize Resistance

Before people move forward, they need to feel seen. Resistance isn't defiance, it's data.

Ask yourself:

- What's actually hard about this?
- What do people fear might happen if things don't go well?
- What emotion is surfacing - fatigue, frustration, fear, or pride?

Reflection Prompt:

"This feels like _____ because _____."

Leadership Tip:

Listen for emotion before logic. Clarity starts when people feel understood.

STEP 2: Diagnose the Type

Not all resistance is created equal.

Knowing the “why” helps you respond with empathy instead of frustration.

Type	What's Really Going On	You Might Hear:
Change Drag	Fatigue or unclear benefits	“No one asked us.” “This slows us down.”
Status-Quo Glue	Comfort with what's familiar	“We've always done it this way.”
Failure Freeze	Fear of blame or failure	“If this flops, it's on my team.”

Leadership Tip:

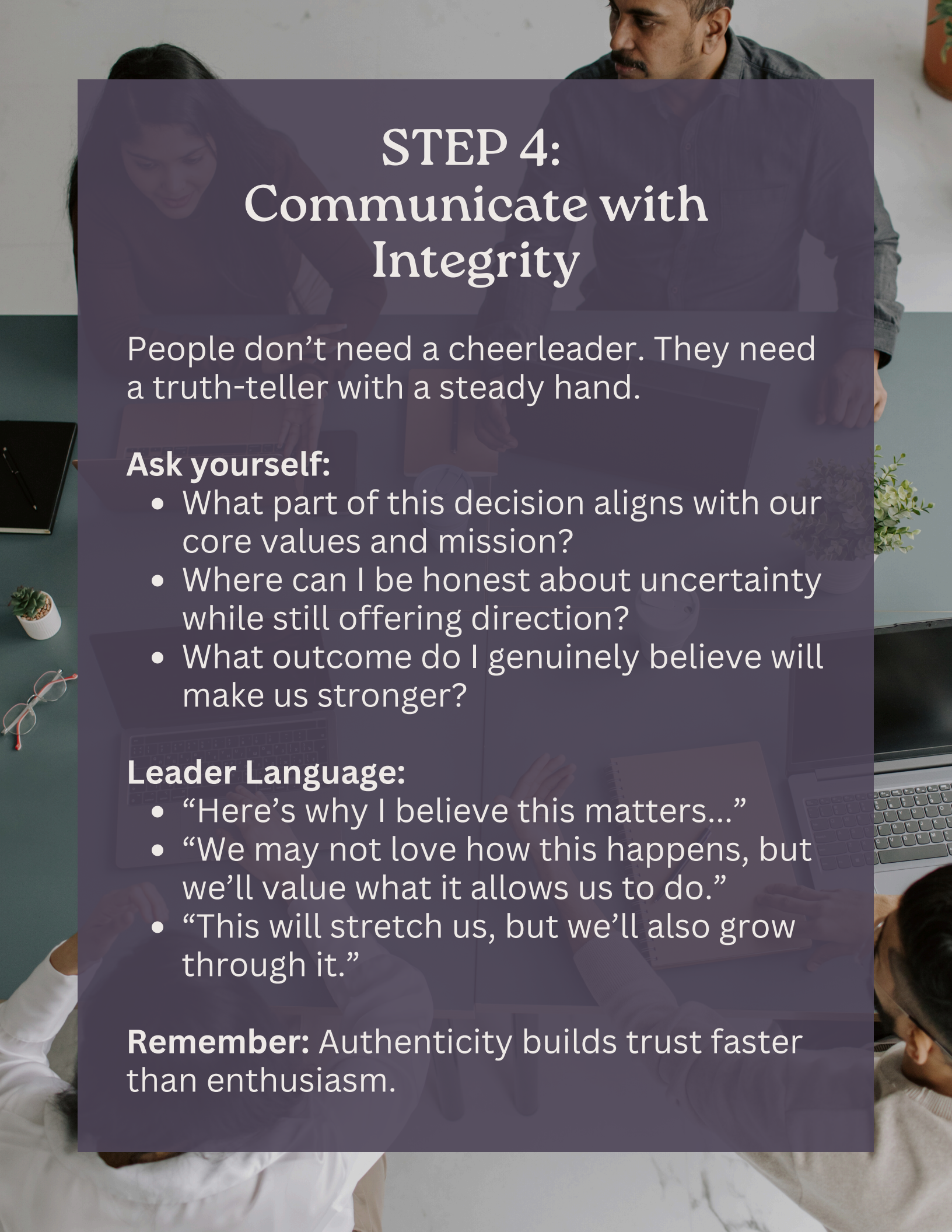
Label the resistance—then lead from understanding, not irritation.

STEP 3: Reframe the Narrative

Once the “why” is clear, flip the story from *why we can't* to *how we could*. It's about finding opportunity inside the concern.

Shift	Ask This	Example
Loss → Gain	What could we gain through this?	We're losing autonomy, but gaining consistency.
Block → Growth	What skill will this sharpen?	This will stretch our communication and make us sharper.
Closed Door → New Door	What can this make possible?	By letting go of one process, we're making room for innovation.
Fear → Experiment	What's one small, safe test we could run?	Let's pilot for 30 days and learn fast.

Leadership Tip:
Reframes don't erase emotion, they instead redirect it toward progress!



STEP 4: Communicate with Integrity

People don't need a cheerleader. They need a truth-teller with a steady hand.

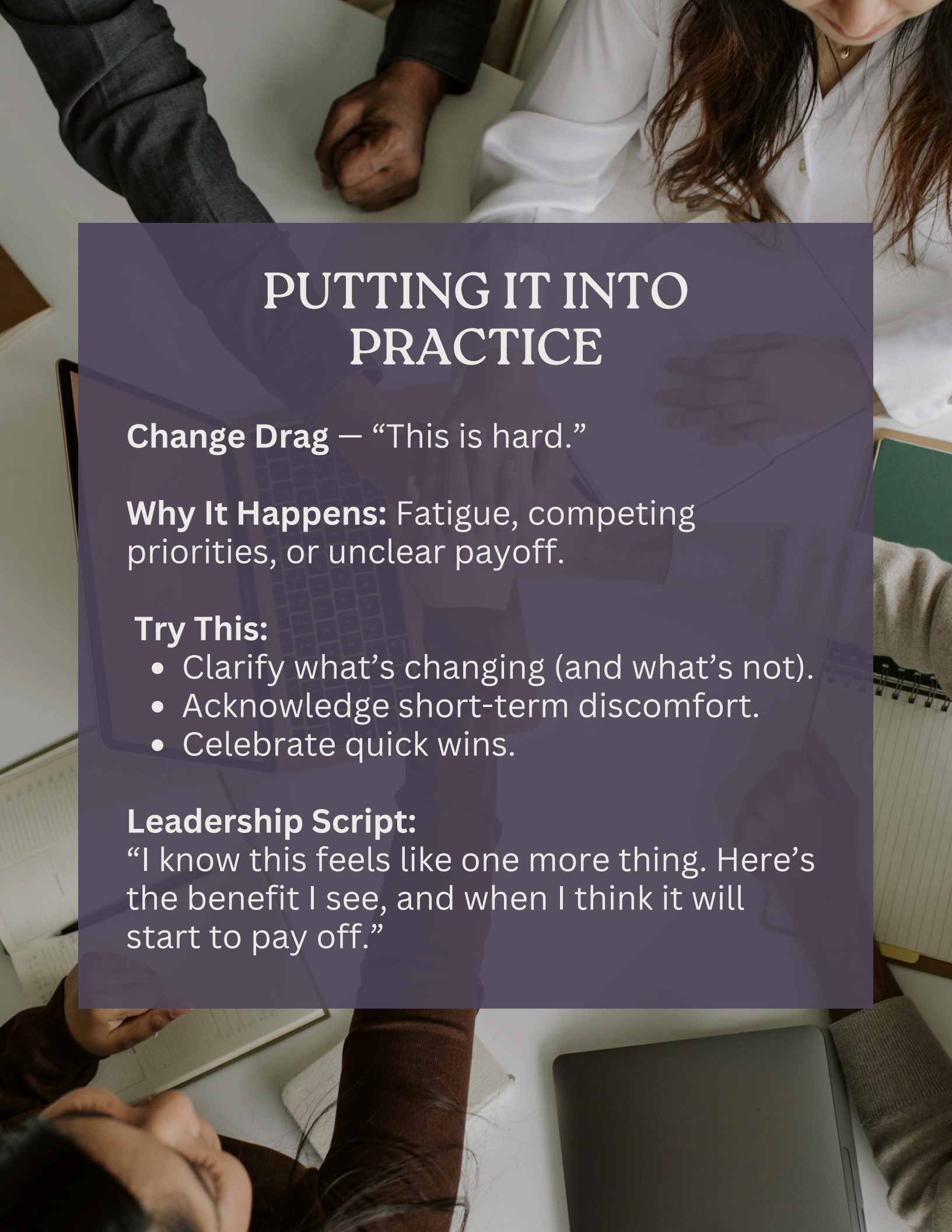
Ask yourself:

- What part of this decision aligns with our core values and mission?
- Where can I be honest about uncertainty while still offering direction?
- What outcome do I genuinely believe will make us stronger?

Leader Language:

- "Here's why I believe this matters..."
- "We may not love how this happens, but we'll value what it allows us to do."
- "This will stretch us, but we'll also grow through it."

Remember: Authenticity builds trust faster than enthusiasm.

A high-angle photograph of a group of people in a meeting. A semi-transparent purple rectangular box is centered over the image, containing white text. The background shows the arms and hands of several people, some resting on a white table. One person is wearing a white lab coat, and another is wearing a grey sweater. A laptop and some papers are visible on the table.

PUTTING IT INTO PRACTICE

Change Drag — “This is hard.”

Why It Happens: Fatigue, competing priorities, or unclear payoff.

Try This:

- Clarify what’s changing (and what’s not).
- Acknowledge short-term discomfort.
- Celebrate quick wins.

Leadership Script:

“I know this feels like one more thing. Here’s the benefit I see, and when I think it will start to pay off.”

PUTTING IT INTO PRACTICE

Status-Quo Glue — “We’ve always done it this way.”

Why It Happens: Familiarity feels safe and tied to success.

Try This:

- Ask: “If we built this from scratch today, what would we do differently?”
- Hold a *Retire & Replace* ritual to honor what worked.
- Reframe evolution as respect for legacy.

Leadership Script:

“Our old system got us here...it worked. Now we’re ready for the next version that keeps us growing and innovating!”

PUTTING IT INTO PRACTICE

Failure Freeze — “What if it doesn’t work?”

Why It Happens: Fear of being blamed or looking weak.

Try This:

- Use an Experiment Ladder: start small, scale later.
- Define clear guardrails: success, pause, pivot.
- Debrief with curiosity: “What did we learn?”

Leadership Script:

“Let’s start small. If it works, we scale it; if not, we learn and adjust.”

LANGUAGE FLIP TABLE

Exchange stuck phrases for forward flips!

Stuck Phrase	Forward Flip
We tried that – it failed.	We've learned since then – what would we do differently this time?
That's not how we do it.	If we designed it fresh today, what would it look like?
People won't go for it.	Who might be curious enough to help us test it?
Too risky.	What's one small, safe experiment we could try?
We're losing control.	We're gaining clarity and consistency.

A person's hand is visible in the upper left, holding a white plant pot. In the background, a laptop and other items are visible on a desk. The scene is softly lit, suggesting an indoor office or home workspace.

FINAL THOUGHTS...

Every piece of resistance within a team can serve as a clue...

These clues point to what people value, fear, or need.

When leaders listen to this resistance first, name it out loud, and reframe it with honesty and hope, they turn resistance into readiness.

Progress beats perfection...***always.***



THIS FREEBIE WAS CREATED BASED ON COMMUNITY INPUT!

Email Annie to let us know what resources you want to see, and what challenges you'd like us to address next!