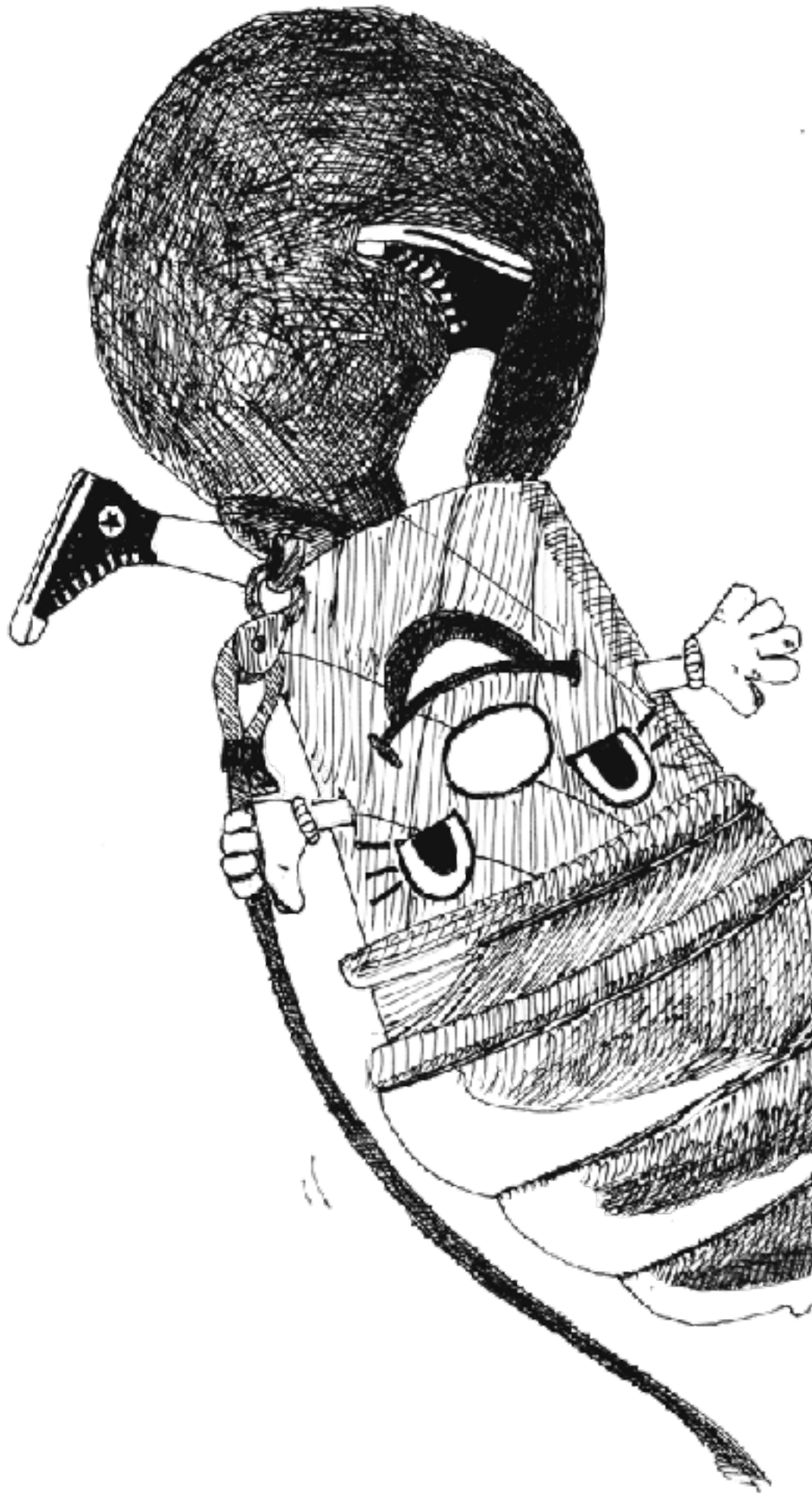
UNLEARNING: The Challenge of Change

Down	Up	Right	Right	Down	Up
Left		Right	Right		Left
Left	Up	Down	Left	Left	Right

"...Our Environment in which we
Live &Work,
Demands us to **UNLEARN**,
so that we can **Shift** and make room
for something new"

-Ctrl Shift 50 games for 50 ****Days like today



SHIFT IS A WAY OF LIFE!

LOOK RIGHT

What is UNLEARNING?

When we learn, we add new skills or knowledge to what we already know.

When we unlearn, we step outside the mental model in order to choose a different one. We discard something learned that is false or outdated information from one's memory.

UNLEARNING is Multilevel

Individual

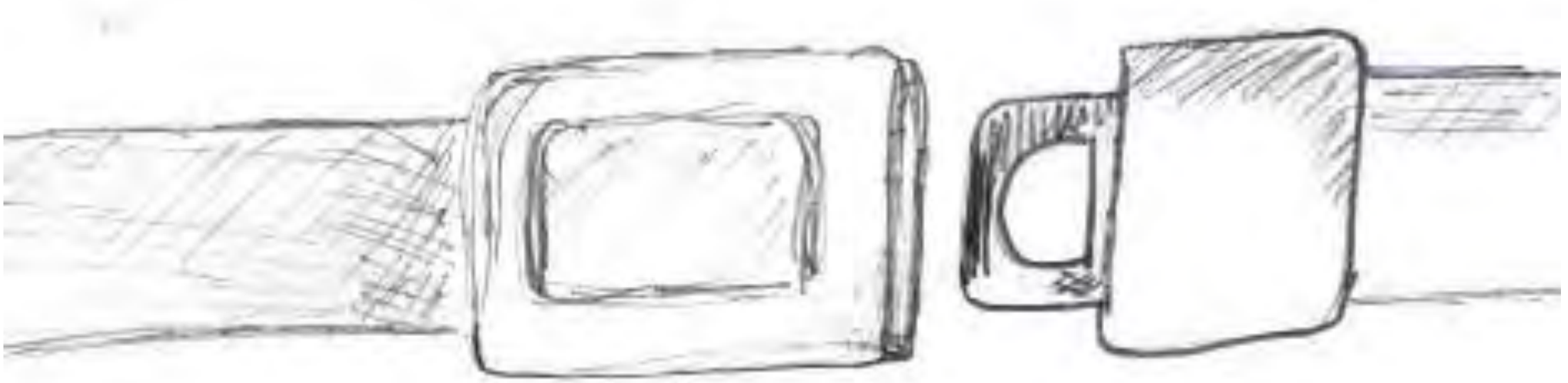
Group

Organization

UNLEARNING SITUATIONS

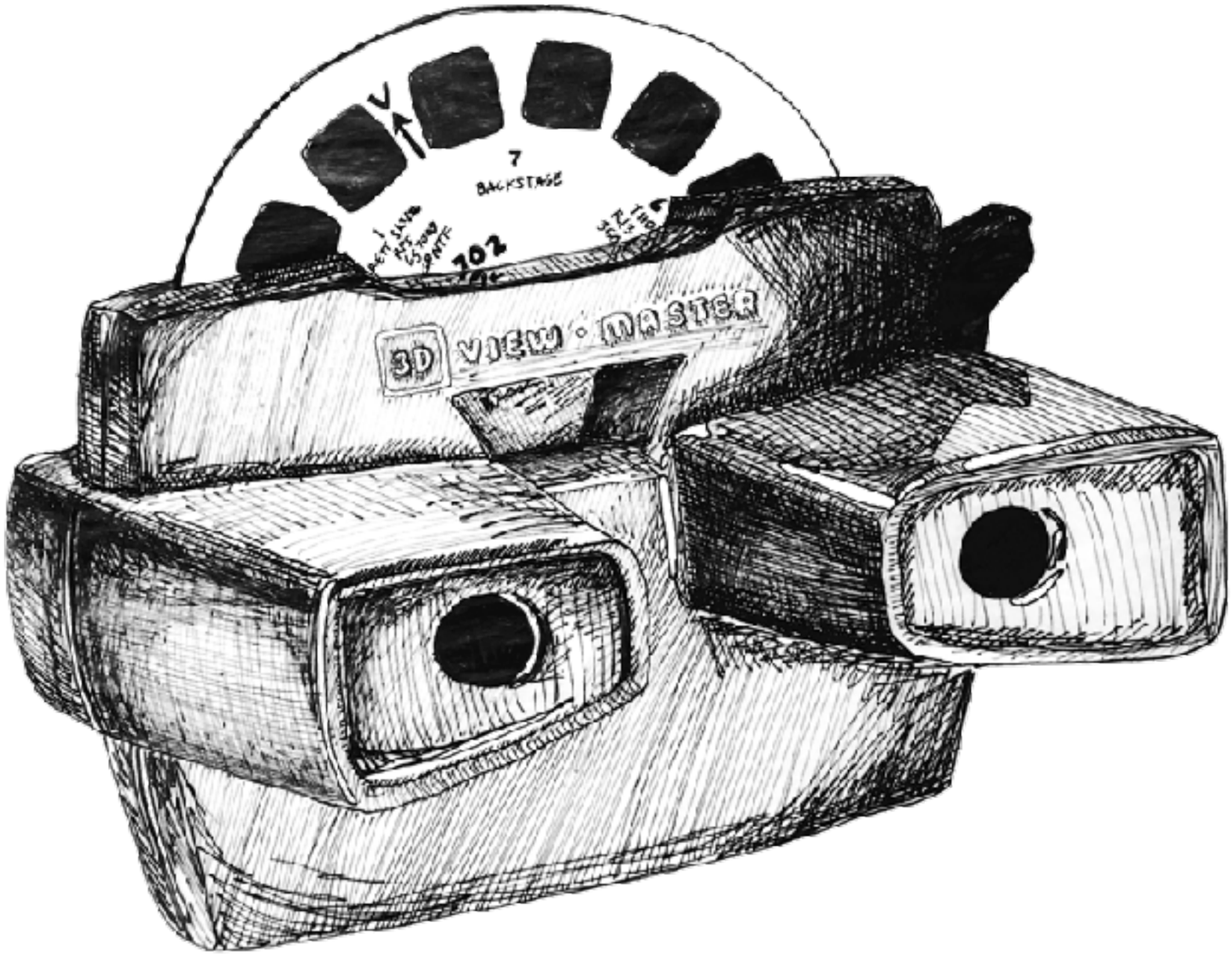
NO HABITS

HABITS



It's just like riding a bike

ADULT VS CHILD


7
BACKSTAGE
3D VIEW-MASTER

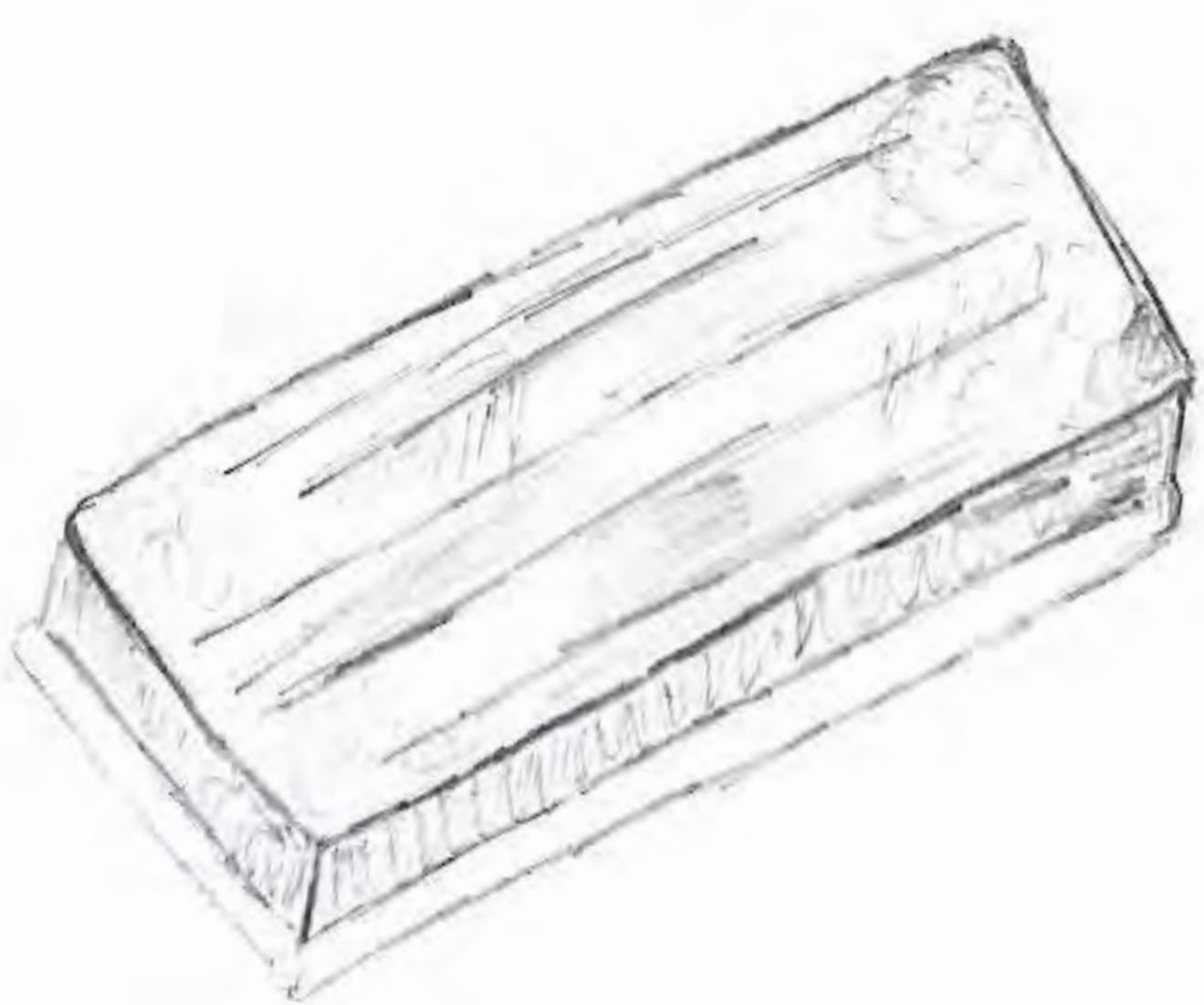
THE PERSON, WHO KNOWS MORE, SEES LESS;
AND THE PERSON WHO KNOWS LESS, SEES MORE.

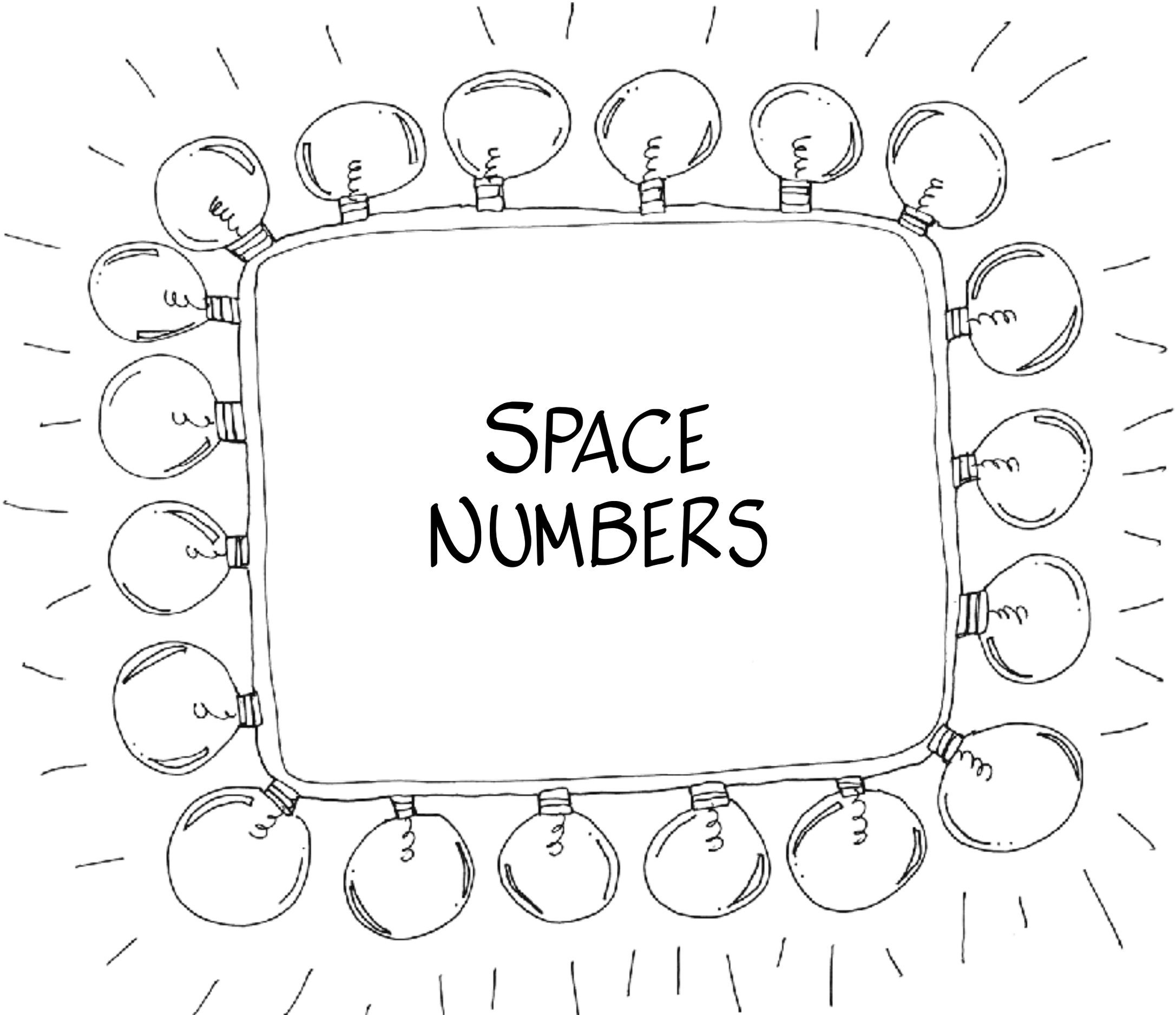
$$E = MC^2$$

Le happens

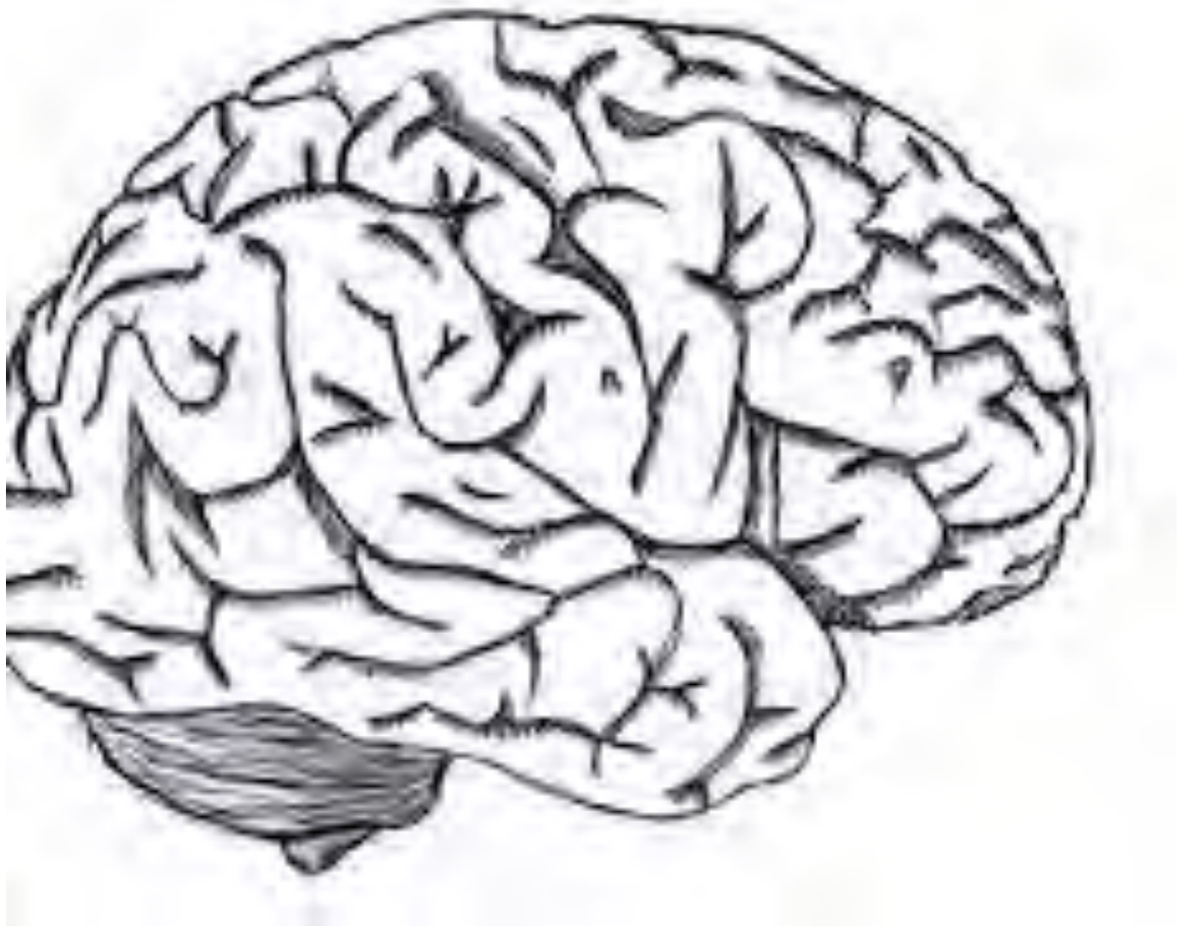
"IN THE BEGINNERS MIND THERE ARE MANY POSSIBILITIES, IN THE EXPERT S MIND THERE ARE FEW."

- SHUNRYU SUZUKI




SPACE
NUMBERS

Your Brain on Unlearning



The UNLEARNING curve is long

MOVING
CO.
START

Let's get personal

LET'S TAKE A SELF-AWARENESS SELFIE
AND
EXAMINE OUR BELIEFS

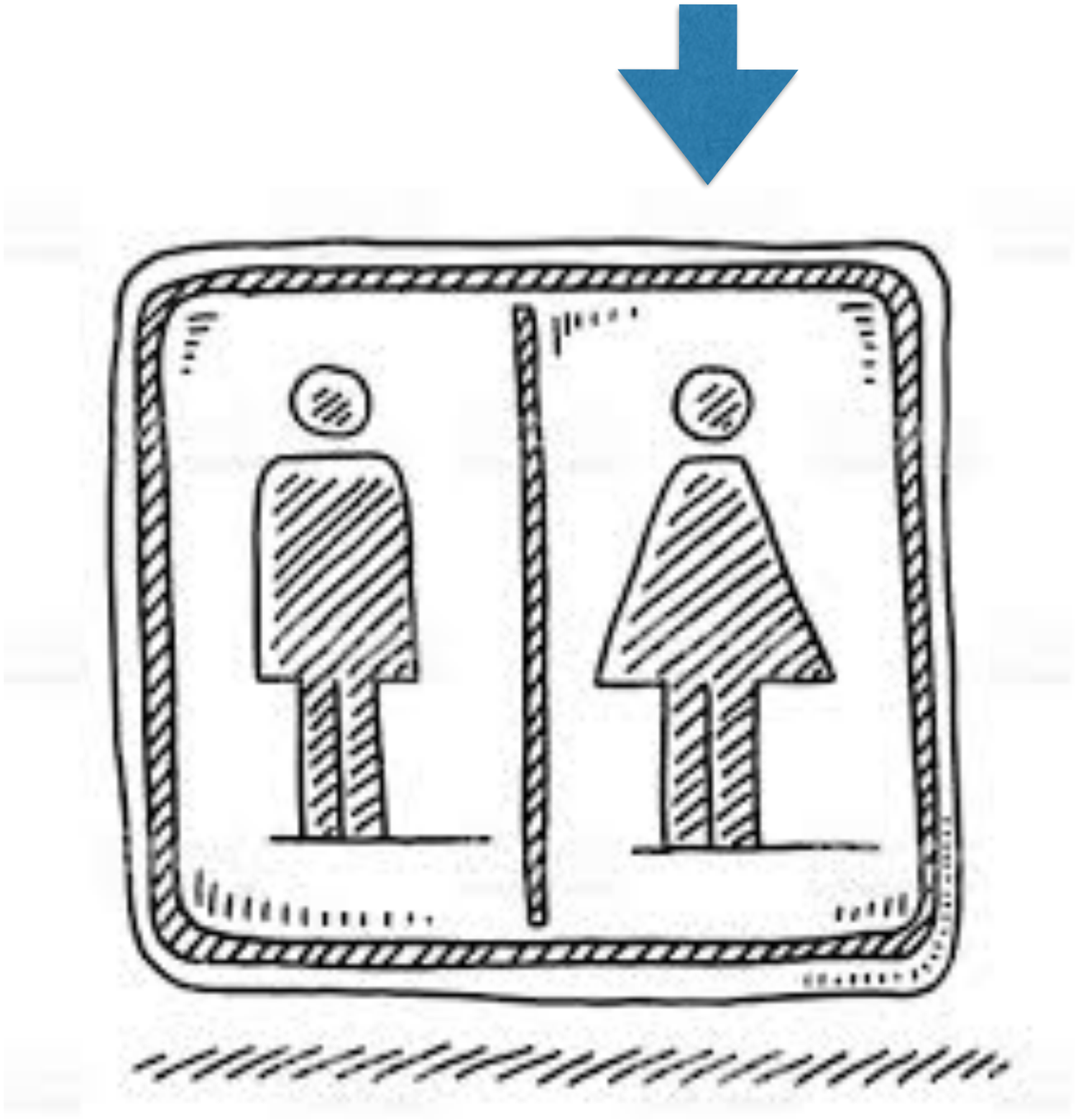
DO I NEED TO THINK, BEHAVE OR DO SOMETHING IN A NEW WAY?

IS THERE PREVIOUS LEARNING THAT IS PREVENTING ME FROM THINKING, BEHAVING OR DOING THINGS IN NEW WAYS?

IS WHAT I AM TRYING TO LEARN A THREAT OR A CHALLENGE TO MY IDENTITY, TO HOW I SEE MYSELF OR HOW I SEE THE WORLD?

WOULD TRYING HARDER GIVE ME THE RESULTS I AM LOOKING FOR OR MIGHT IT CREATE MORE ENTRENCHMENT?

Unlearning is all around us



It was never a dress.
itwasneveradress.com

Is this a man throwing something in the trash
or
a juggler giving up his life long dream?

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No. 8007H-ISO

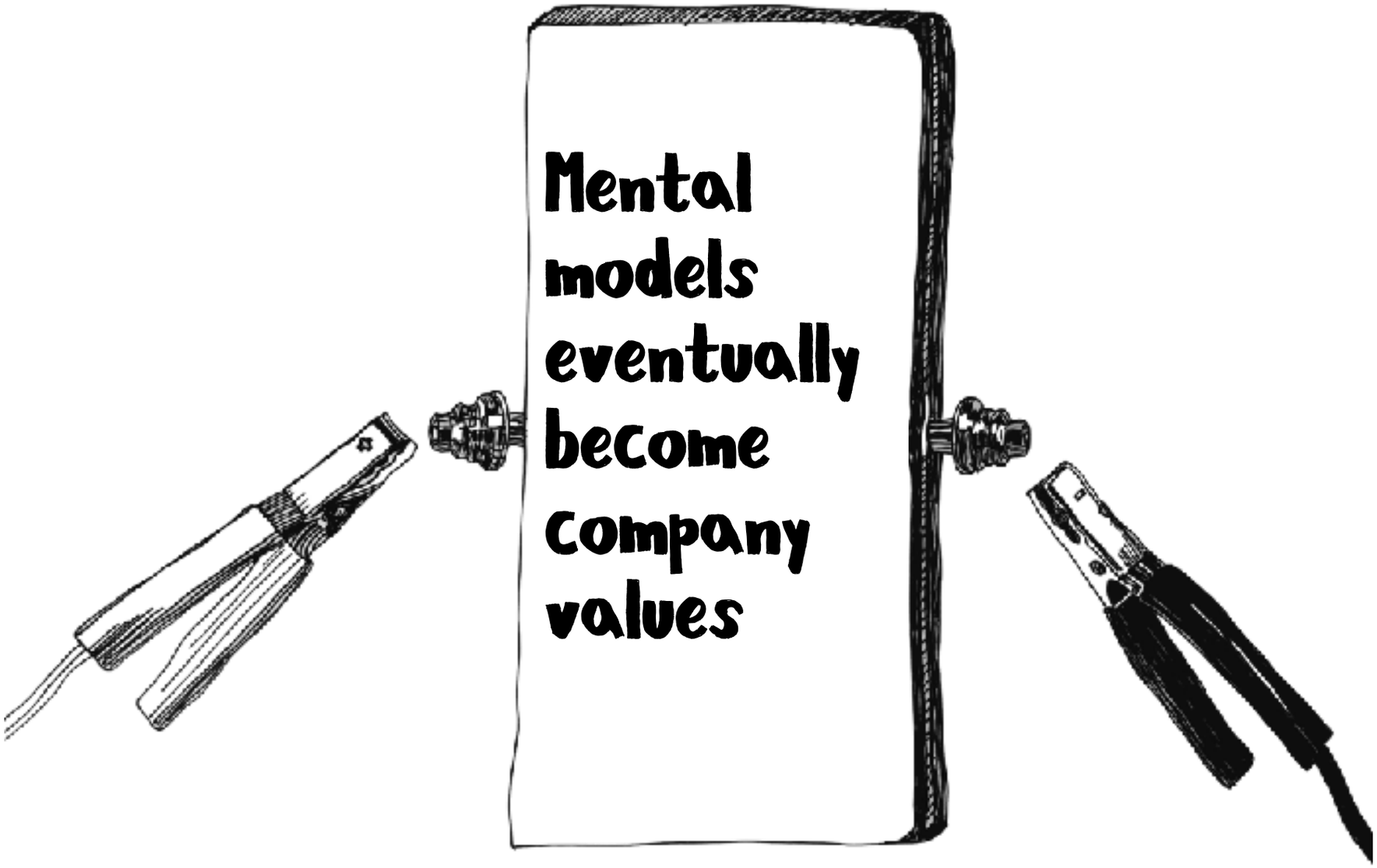
UNLEARNING Organizations

"An organization that cannot unlearn will never become a learning organization."

–Alf Rehn

Transformation is not a transactional activity, it's ongoing and changes over time.

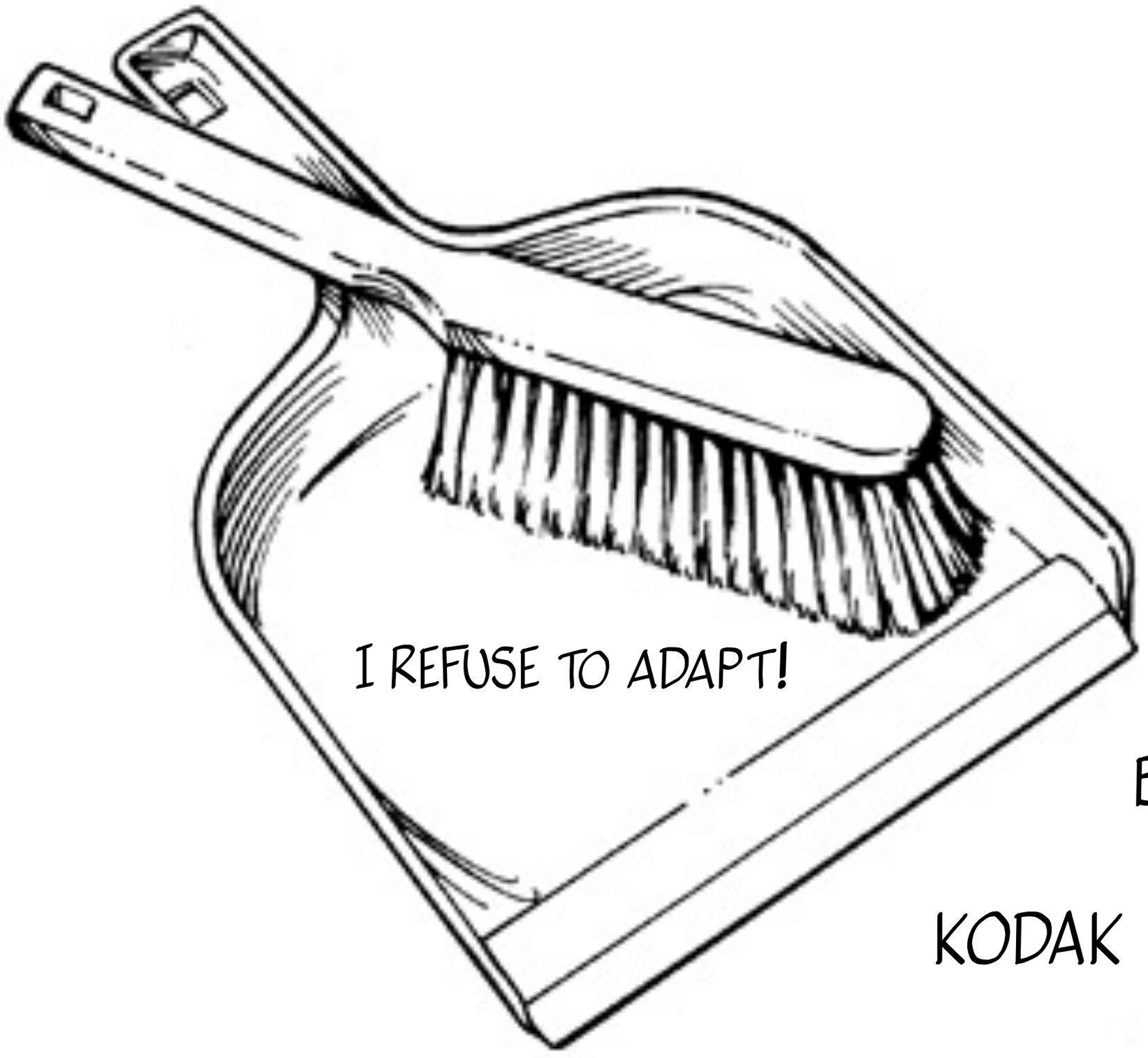
– Dan North


Mental
models
eventually
become
company
values

Change is hard to make when employees are playing a mental game of Tug of War!

"This-is-how-I-do-it!" Tug of War "Try something new!"

www.improveffect.com



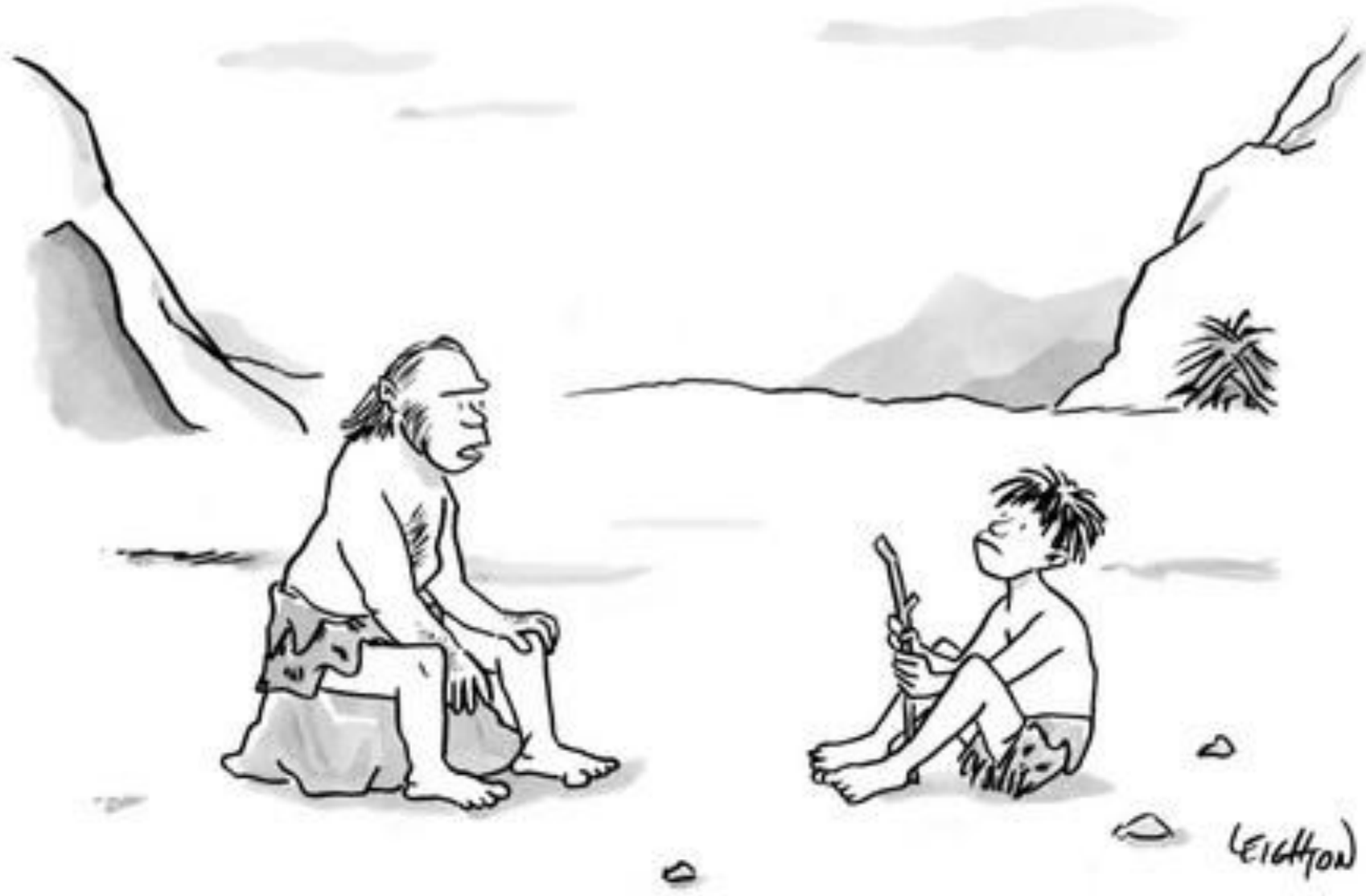
BLOCKBUSTER

KODAK

TOYS R US

MYSPACE

EXAMPLES OF UNLEARNING AT WORK



"When I was your age, things were exactly the way they are now."

MAKE

HAPPEN!

HOW CAN I HELP MY TEAM MAKE CHANGES?

S—SURFACE THE RESISTANCE

H—HEAR WHAT THEY HAVE TO SAY

I—IDENTIFY THE VALUE FOR THEM TO CHANGE

F—FIND WAYS TO BREAK DOWN BARRIERS

T—TRAIN THEM WITH EXPERIENTIAL METHODS DAY BY DAY

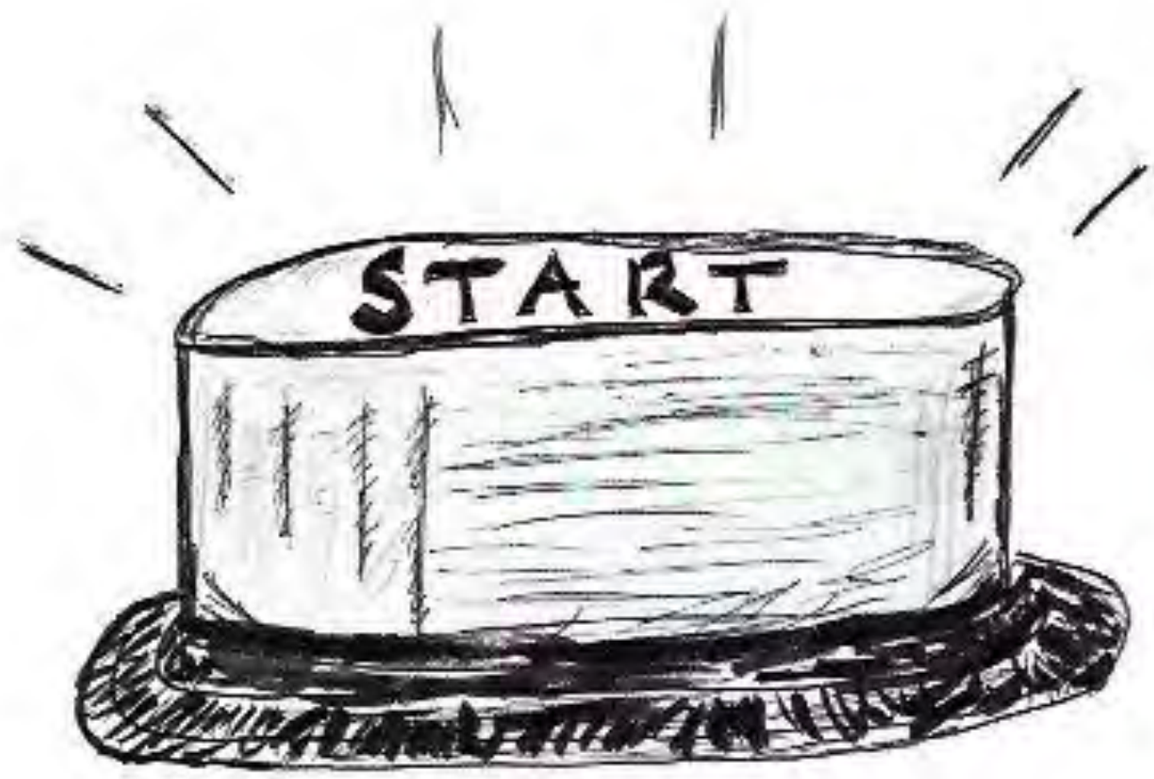
@theimproveffect

SURFACE THE RESISTANCE

UNLEARNING IS HARD

&

EMPATHY IS REQUIRED


START

Acronyms

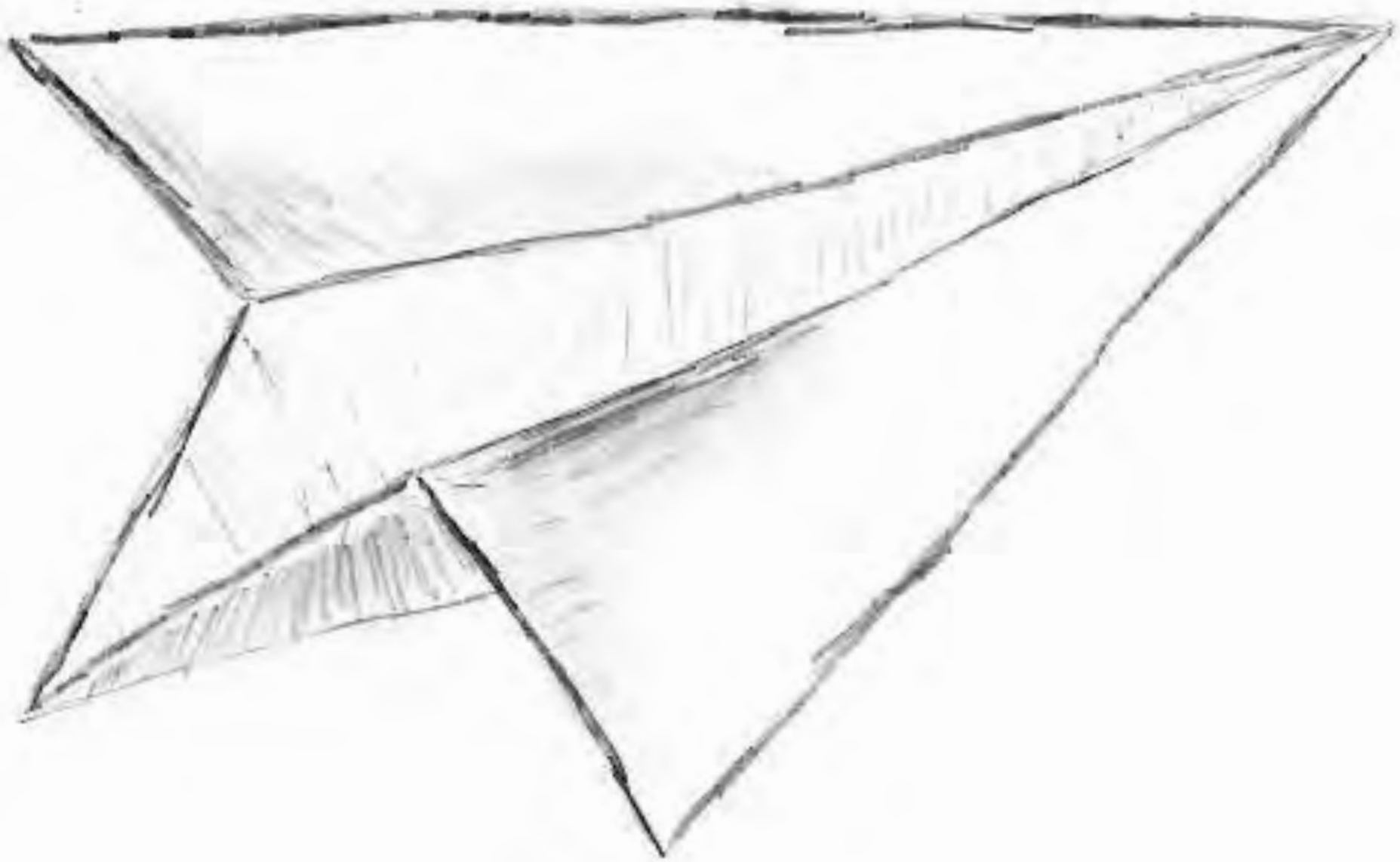
TDD

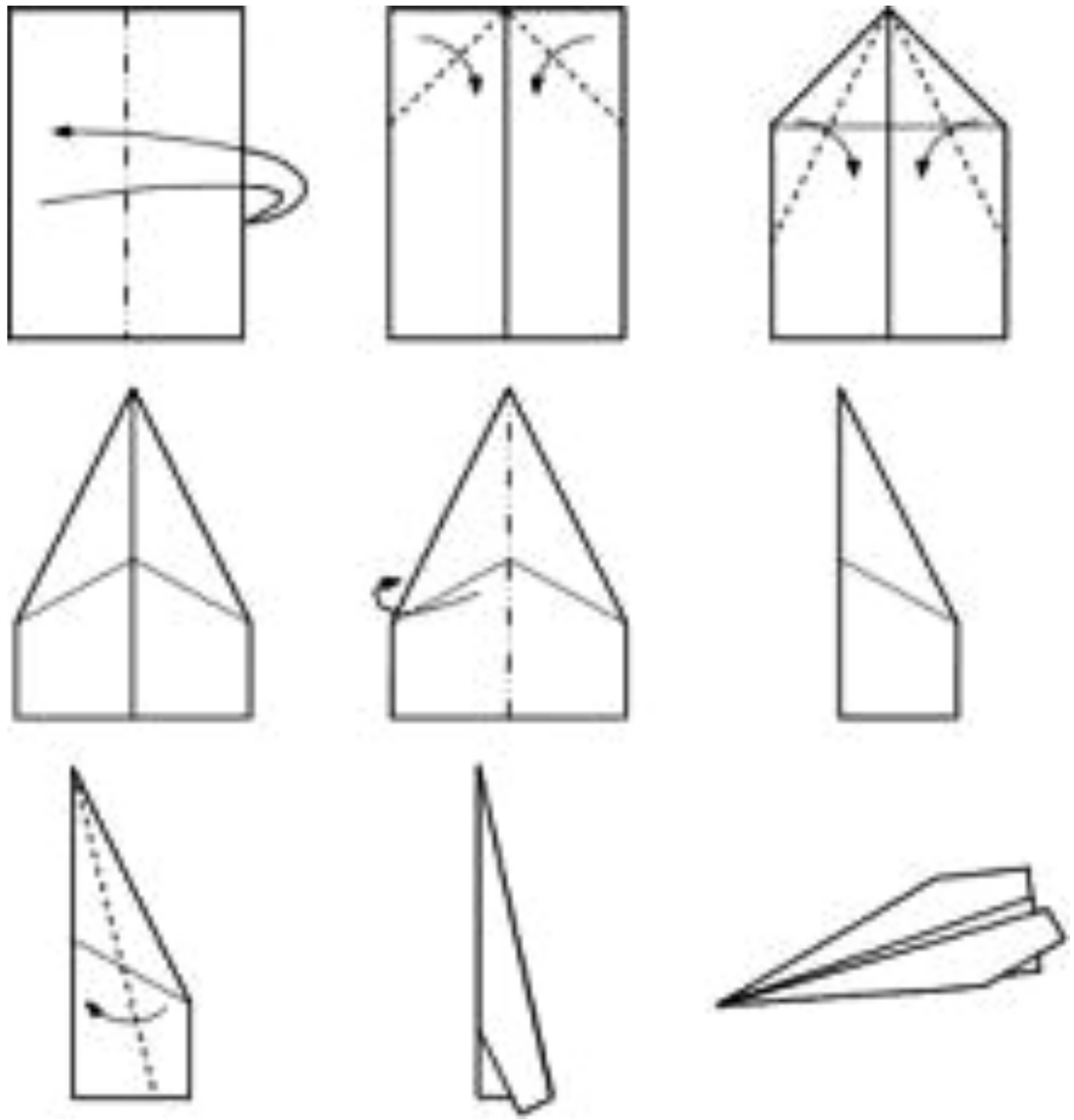
MVP

CSM

XP

ADD





RULES FOR GETTING AHEAD

CHANGING HABITS

CHANGING MINDSETS

BRING AN OUTSIDERS PERSPECTIVE

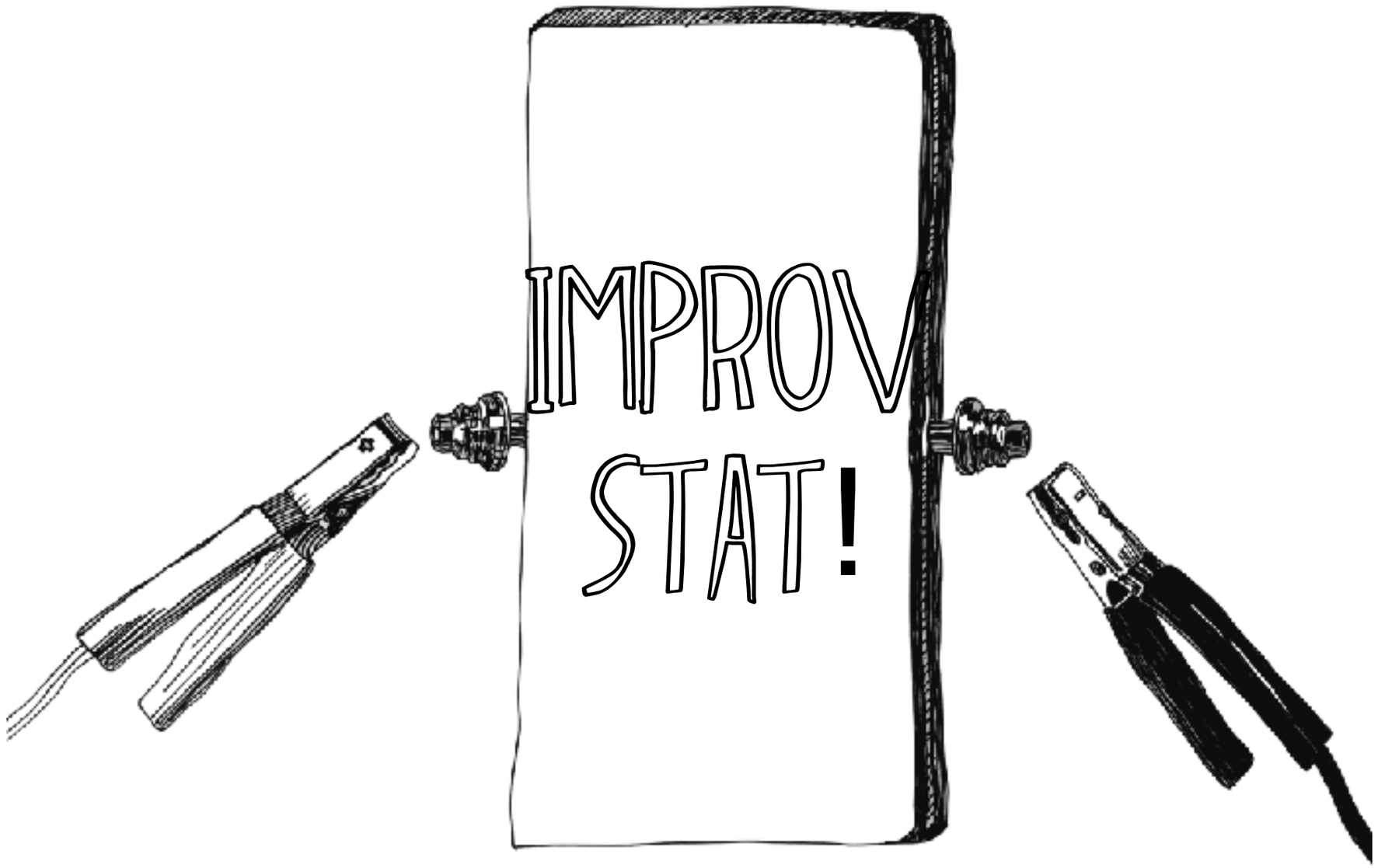
CURIOSITY

EXPERIMENTATION

PLAY

ESCAPE THINKING

CONDUCT UNLEARNING REVIEWS


IMPROV
STAT!

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
DATE	DATE	DATE	DATE	DATE
UNLEARNING	UNLEARNING	UNLEARNING	UNLEARNING	UNLEARNING

MIKE BONIFER & JESSIE SHTERNSHUS

CTRL SHIFT

50 GAMES FOR 50 ****ING DAYS LIKE TODAY

(**** YOUR FEARS! **** YOUR DREAMS! **** YOURSELF!)

So what are you going to unlearn first?

CTRL ALT DEL

Unlearn

1.

2.

3.

CTRL SHIFT

Learn

1.

2.

3.

"In order to be a learning organization you have to start by being an UNLEARNING organization."

@theimproveffect

"IT IS NOT THE STRONGEST OF THE SPECIES THAT SURVIVES, NOR THE MOST INTELLIGENT. IT IS THE ONE THAT IS THE MOST ADAPTABLE TO CHANGE."

- DARWIN

DFTU

DON'T FORGET TO UNLEARN

the IMPROV EFFECT

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