

Resistance to Change

Matthijs van Leeuwen
Radboud University Nijmegen

Change



VS



Some Pitfalls

- Insufficient analysis of 'problem'
- Attitude & Intentions vs Behaviour
- Knowledge -> Intentions -> Behaviour
- Idealism vs Pragmatism
- Not expect resistance to change

Resistances

Reactance



Skepticism



Inertia



Achieving Change

- Thorough problem analysis
- Pragmatism > Idealism
- Identify resistances: R - S - I
- Implement strategic communication