**Video Title**: Overcoming Resistance to Change—Isn’t It Obvious?

**Video URL:** [**https://www.youtube.com/watch?v=hcz1aZ60k7w**](https://www.youtube.com/watch?v=hcz1aZ60k7w)

**Running Time/Source:** 6:13, The World with Theory of Constraints/YouTube

**Close Caption Available:** Yes

The topic of why people resist change and gaining support for change is covered on pages 403-404 of the textbook. This amusing video tackles the key human problem in bringing about change. People intuitively weigh the advantages and disadvantages of both accepting a change and not changing. As the cartoon character emphasizes, it is difficult to get people to overcome resistance to change. Yet people do accept changes they perceive to be positive, such as a promotion.

Making a change is like climbing a mountain. We see many obstacles that inhibit use from making the change. Perhaps we see too much effort, too much risk in climbing the mountain. People continue to make excuses about accepting a change.

The model for analyzing whether to accept changes is to use the familiar four-cell grid. You weigh the positives and negatives of making the change, as well as the positives and negatives of not making a change. An alligator who might bite you from the rear is a negative, and a mermaid is a positive.

*Questions for Though and Discussion*

1. At one time many workers resisted direct deposit of paychecks over receiving paper paychecks. Similarly, many workers resisted the computerization of the workplace. How come these resistances were overcome?

2. In contrast to a statement made in the video, why might some workers resist a promotion?

3. Post pandemic, hundreds of thousands of workers resisted spending even a few days per week at company offices. Why the resistance?

4. Why not simply offer financial incentives to workers for accepting a change that management wants?

5. Explain why resisting change could be an error in organizational politics.