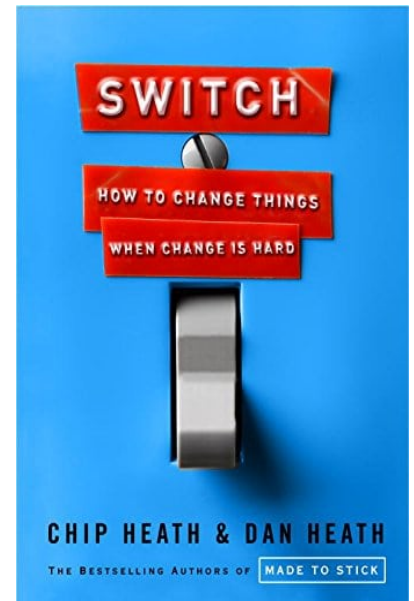


# Switch Book Summary (PDF) by Chip Heath & Dan Heath

Ready to learn the most important takeaways from Switch in less than two minutes? Keep reading!



## Why This Book Matters:

Switch helps us make changes with more ease by getting to know the mind, and its shortcuts, that will help us switch our behavior.

## The Big Takeaways:

### 1. Making changes is like riding an elephant.

1. If The elephant is a large, hard-headed animal. Leading an elephant down a particular path while trying to prevent it from taking shortcuts or trying to make things go by quicker, is a difficult feat.

### 2. Focus on where you have already found success.

1. You likely had to make changes to succeed in the past. Implement the things that worked for you then.

### 3. You overanalyze.

1. It isn't uncommon for people to think about every possible way they could change while failing to do the central part: change.
4. **Appeal to the rational and stubborn parts of yourself.**
  1. When everyone has a clear direction, there is less to question and more to act on.
5. **Accomplish small things first to show your stubborn side that you are, in fact, capable.**
  1. Before you can climb a mountain, you must first know how to climb the hill. Small changes will encourage significant changes to come.

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