

15 myths in the management of change

(From Leandro Herrero's book [Viral Change™](#))

At the beginning of the book [Viral Change™](#), Leandro Herrero invites the reader to reflect upon 15 common assumptions about managing of change in organisations. In this article, we touch upon myth 15 of that list:

Myth 15: People used to not complying with norms will be even worse at accepting change

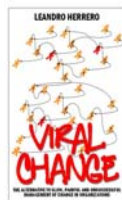
This assumption has little ground. In his book, [Viral Change™](#), Leandro Herrero shows how deviant people can teach us a lot. People who are traditionally bad at accepting norms from the managerial plumbing system may, however, be good adopters of infections when particular behaviours have been reinforced in the peer-to-peer internal network of Champions. His anecdotal experience is one of inverse correlation. Non-normative people often make good Champions! [Viral Change™](#) is using completely different highways to establish 'norms'. They come up as a consequence of behavioural routines that have been established after tipping points. So they come in with their reinforcement mechanisms attached.

Learn more about [Viral Change™](#) as an alternative to the slow, painful, unsuccessful and costly traditional management of change by using the resources found on [The Chalfont Project's website](#).

Among many other things, you can:

- Read articles about the 15 myths and [Viral Change™](#) in [the IdeasLab](#)
- [Listen to Leandro Herrero](#) on [Viral Change™](#) (audiovisual presentation)
- See and hear Leandro Herrero on [the management of change](#) (short video blog)
- [Listen to the Inside Scoop Live interview](#) with Leandro Herrero on [Viral Change™](#)

[Contact The Chalfont Project](#) if you would like to discuss an alternative and successful change management process for your organisation.



[Viral Change™](#) can be bought at:
[Amazon UK](#), [Amazon US](#), [Barnes and Noble](#),
[WH Smith](#), [Borders](#), [Books ETC](#).
and many other (online) retailers.