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# Change Or Die: The Three Keys To Change At Work And In Life



## Synopsis

Change or Die. What if you were given that choice? If you didn't, your time would end soonâ "a lot sooner than it had to. Could you change when change matters most?This is the question Alan Deutschman poses in Change or Die, which began as a sensational cover story by the same title for Fast Company. Deutschman concludes that although we all have the ability to change our behavior, we rarely ever do. From patients suffering from heart disease to repeat offenders in the criminal justice system to companies trapped in the mold of unsuccessful business practices, many of us could prevent ominous outcomes by simply changing our mindset.A powerful book with universal appeal, Change or Die deconstructs and debunks age-old myths about change and empowers us with three critical keysâ "relate, repeat, and reframeâ "to help us make important positive changes in our lives. Explaining breakthrough research and progressive ideas from a wide selection of leaders in medicine, science, and business (including Dr. Dean Ornish, Mimi Silbert of the Delancey Street Foundation, Bill Gates, Daniel Boulud, and many others), Deutschman demonstrates how anyone can achieve lasting, revolutionary changes that are positive, attainable, and absolutely vital.

## Book Information

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## Customer Reviews

Change or Die deserves a wide audience, not as a self-help book, but as an important way to understand why so many elements of our society are not working.We label more and more acts as criminal. We build more prisons. But crime doesn't go away.We keep asking, "Who should pay for health care?" when in fact over nearly 80% of health "care" costs could be reduced (or even

eliminated) by lifestyle changes. Psychologists have long known that change is rarely a matter of willpower. Karen Pryor's *Don't Shoot The Dog* warns that most of our education and training systems are not based on sound psychological guidelines. Deutschman, as a journalist, presents case studies showing how groups of people changed following a few key principles. They identified with a person, leader or community. They got to practice, over and over again. They learned to think "as if" they had already changed. And they learned to reframe their experiences. So prisoners at Delancey Street become members of a community. They learn to act "as if" they're ordinary, law-abiding citizens. They develop what Deutschman calls a middle-class mindset. Dieters who followed Dean Ornish's program first joined a support group. They practiced new styles of eating and exercise. And they reframed their views about health, moving from helpless patients to strong achievers who took charge of their own health. These two examples are most powerful, although Deutschman includes a few others (a parole officer learns to talk to clients a new way and businesses absorb cultures). In fascinating first-person narratives, he recounts his own struggles with mastering college French and with his own weight loss.

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