



## Dealing with resistance

OK, so you have a good idea, but if you sit waiting for the world to beat a path to your door, you'll have a long and lonely wait.

Part 2 of *The Myth of the Mousetrap*, shows you how to overcome the four very different stages of resistance, when people are in turn “blind”, “frozen”, “interested” and “integrated”.

- **Blind.** This is the first stage of resistance, when people totally ignore your idea because it doesn't fit with their mental models for the way the world works. At this stage shouting louder won't work, so you'll have to be clever. Chapters 4 and 5 explore the surprising psychology behind this blindness and show you how to get round it, using examples from the Chinese discovery of sunspots (1600 years earlier than the Europeans) the 1890s invention of the steam turbine (now used to generate most of the world's electricity) 1980s AIDS campaigners and the Democrat's defeat in the 2000 US election.
- **Frozen.** This is the second stage of resistance, when people may be aware of your idea, but they will make all sorts of excuses to avoid admitting that it's important or needs action. Chapter 6 explores the psychology behind this frustrating stage, and gives examples of how people have dealt with it, from the Marketing experts behind the first practical anti-cholesterol drug to skilled Climate Change campaigners. The key idea in this chapter is that you will only unfreeze people when you can make them realize that something is going wrong (that your idea will fix), make them care about it, and make it safe for them to care.
- **Interested.** At last people are actively interested in knowing about your idea (whether or not they will like it when they hear about it). Chapter 7 explores how you can get them hooked. Case studies include how to do a “Dragon's Den” style elevator pitch, how Ken Livingstone dealt with the opposition to the London Congestion Charge and how the 1986 Challenger Space Shuttle disaster could have been averted.
- **Integrated.** In the final stage the idea that was once new has to become embedded into people's personalities, behaviour and daily lives. It needs to become so normal that people say “haven't we always done it this way” otherwise they will just forget about it. Chapter 8 explores lessons from business model behind early photocopiers (which were temperamental fire hazards) Bangladesh's Grameen Bank, the treatment of sex offenders and participative websites like MySpace. All four demonstrate the way that providing reinforcement, support and feedback helps new ideas become normal.

**Find out more** in the *The Myth of the Mousetrap* How to get your ideas adopted (and change the world)