KESTON SCHOOL

PSYCHOLOGY · FREE SAMPLE

# Why People Resist Change

*Understand the pushback and make change easier for everyone*

CHAPTER 1 + WORKBOOK SECTION

BEFORE YOU START

# How to use this book

By the last page you will know what resistance is really protecting, how to find the reason under a no, how to explain a change clearly, and how to start with small trial runs that people can choose and shape.

1. Read one chapter at a time. Each one gives you a single idea and a single action.
2. Open the Why People Resist Change Workbook and complete the matching section while the chapter is fresh.
3. Do the “Try this” action within seven days. Reading changes what you know; the action changes what you do.
4. Finish with the checklist in chapter 12 and come back to it whenever you slip.

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CHAPTER 1

# When New Meets No

*Recognize everyday resistance to change in other people and in yourself, and see why pushing harder rarely moves anyone.*

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It is Sunday dinner, and Priya has a plan. Her family spends every weekend arguing about chores, so she has made a shared online calendar. Everyone gets a color. Tasks rotate. Reminders arrive on their phones. She shows it on her laptop between the salad and the pasta. Her husband says it looks complicated. Her teenage son says he will never look at it. Her mother, who lives with them, says the old system worked fine for forty years. Priya is stunned. The plan is clearly better. Why is everyone acting like she just suggested they move to another country?

By dessert, the laptop is closed and nobody mentions the calendar again.

## Resistance is everywhere

If you have ever tried to change anything that involves other people, you know this moment. You bring an idea that seems obviously useful, and the room goes cold. The pushback can be loud or almost invisible:

- A coworker says “sure, sounds good” in the meeting and then keeps doing it the old way.
- A parent refuses to try the new phone you bought them and keeps using the one with the cracked screen.
- A partner agrees to a new budget, then finds a reason to skip every check-in.
- A team asks so many detailed questions that the new process never actually starts.
- A friend changes the subject every time you bring up a different plan for your monthly meetup.

Resistance is any reaction that slows, blocks or quietly undoes a change. It is not always a clear no. Often it looks like delay, silence, jokes, endless questions or polite agreement with no follow-through.

And it is not only other people. You resist change too. Maybe your manager announced a new tool and you felt a flash of irritation before you even knew what it did. Maybe you have meant to switch banks, reorganize your kitchen or try a new route to work for months and somehow never get to it. Everyone pushes back on something. Seeing it in yourself is one of the most useful starting points in this book.

## Why the usual fixes fail

When people meet resistance, they usually reach for one of four fixes. Each one makes sense in the moment. None of them works well for long.

**1. Push harder.** You repeat the idea with more energy, set a deadline or make it a rule. Sometimes people comply, but compliance is not the same as agreement. The change happens on paper while the old way continues in practice.

**2. Add more facts.** You make a slide, send a link or explain the benefits again, more slowly. If the problem were missing information, this would help. Usually it is not, and more facts can feel like pressure, which makes people dig in.

**3. Wait it out.** You assume people will come around once they get used to the idea. Sometimes they do. Often the change just fades, and everyone quietly learns that new ideas can be ignored until they go away.

**4. Go around them.** You make the change without asking, hoping people will accept it once it exists. This can save time today and cost you trust for a long while afterward.

All four treat resistance as an obstacle between you and the goal. The common thread is that none of them asks why the person is pushing back in the first place. Priya's family did not reject her calendar because they hate being organized. Each of them was protecting something. Her husband was protecting his time and his sense that he already does his share. Her son was protecting his independence. Her mother was protecting a household she had run well for decades. Until those things were seen, no amount of color coding would help.

> **Key idea:** People rarely resist the change itself. They resist what they believe the change will take from them.

## What this book is and is not

This book is for adults who keep running into pushback when they try something new, at work, at home or inside their own heads. It works for small changes, like a new way of splitting chores, and for bigger ones, like a new system at work or a shift in how your family does things.

You will learn what resistance is protecting, what it costs to ignore it, how to treat pushback as useful information, and three practical tools: a conversation that finds the real reason behind a no, a short way to explain a change clearly, and a trial run that keeps change small and reversible. Later chapters apply these to real situations, help you handle resistance that does not move, and show you how to make change feel normal over time.

This book is not therapy, coaching or a management course, and it does not diagnose anyone. It is also not a guide to getting your way. Sometimes the people resisting you are right, and the tools here will help you notice when that happens. If a change involves employment rules, contracts, legal duties,

health or money decisions, check official sources or talk to a qualified professional. And if someone in your life uses fear, threats or control to stop you from changing your own life, that is not ordinary resistance. Please talk to someone you trust or a local support service.

## How to use this book

Each chapter gives you one idea and one action you can take within a week. The workbook has a page for every chapter, so you can write things down as you go. You do not need anyone else to agree before you start. Most of the tools begin with how you listen and explain, and those are always in your hands.

Pick one real change you care about right now, at work or at home, and keep it in mind as you read. It will make every chapter more useful.

## Try this

Within the next seven days, set aside fifteen minutes on your own. Write down one change you have tried to make that met resistance, recently or in the past. Then answer four questions:

1. What exactly did I want to change?
2. How did the pushback show up: a no, silence, delay, jokes, endless questions or a quiet return to the old way?
3. Which of the four usual fixes did I use: push harder, add facts, wait it out or go around?
4. What might the other person have been protecting?

Then write down one change you are resisting yourself, and one honest guess about why.

Do not try to solve anything yet. You are simply learning to notice. Use the first page of your workbook so you can look back at it later.

To make change easier, you first need to see what resistance is guarding, and that is where the next chapter begins.

**KEY TAKEAWAYS**

- Resistance shows up everywhere, including in you.
- Pushing, piling on facts or waiting it out rarely works.
- Change gets easier when you understand what the no protects.

→ Workbook, section 1

# 01 When New Meets No

*Get an honest picture of one change that met resistance, and one you resist yourself.*

**What exactly did I want to change?**

CHECKLIST

**How the pushback showed up**

- [ ] A clear no
- [ ] Silence
- [ ] Delay
- [ ] Jokes
- [ ] Endless questions
- [ ] Polite yes, no follow-through
- [ ] A quiet return to the old way

CHECKLIST

**Fixes I have tried**

- [ ] Push harder
- [ ] Add more facts
- [ ] Wait it out
- [ ] Go around them

**What might the other person have been protecting?**

**One change I am resisting myself, and my honest guess about why:**

YOUR NEXT STEP

# Want the whole book?

You just read chapter 1 of Why People Resist Change and tried the first workbook section. The full e-book has 12 chapters, a complete workbook and a final checklist. Here is everything inside:


**01** When New Meets No

**02** What Resistance Protects

**03** The Price of Stalling

**04** Treat Pushback as Information

**05** Find the Real Reason

**06** Give a Clear Reason

**07** Start With a Trial Run

**08** Change at Home and Work

**09** When the Pushback Stays

**10** Make Change the Normal

**11** Easy to Change With

**12** Mistakes & Checklist


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