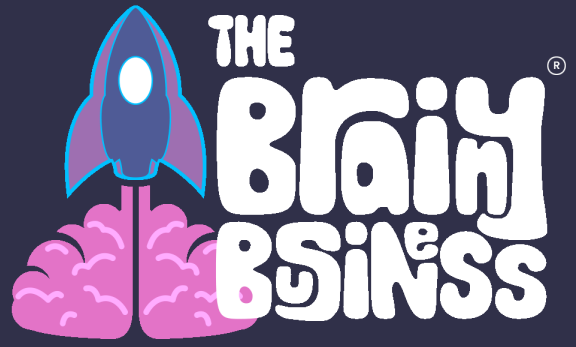


STATUS QUO BIAS

WORKSHEET



One of the most foundational foundations there is...this bias is rooted in the way our brains process everything and the predictability-loving subconscious.

Personal Impact

When faced with change, even something you were excited about, the subconscious gets scared and makes you think it is a bad choice. This can present itself as nostalgia and a barrage of "what ifs" or other negative thoughts. Just because change is scary doesn't mean the status quo is better, or there is anything wrong with the new. Instead, consider a reframe. How can feeling the fear of change be seen as a good thing?

When Working With Others

Others get nostalgic and favor the status quo at times of change as well. How can you flip the script to help them take ownership over the new status quo? (HINT: check out episode 7 on Change Management for a step by step)

Status Quo Bias With Customers

To RETAIN customers (say at a time of renewal) remind them of the status quo (even when recommending new services). What might that look like in your business?

To ACQUIRE new customers, look for points where their status quo has shifted as they are most likely to be open to switching. What might that look like in your business?
