Microshifts
Small Changes that Drive Outsized Impacts

Microshifts© make it easier to implement small, positive changes. Too often, we shut down, delay, and avoid action when change feels overwhelming, difficult, or sudden. Much like the precision of a plastic surgeon's 2-millimeter alterations or the ongoing calibration of a 2-degree angle, microshifts highlight the potency of small, consistent actions.

For example, compounding interest: a small investment at age 20 can grow exponentially by age 50, demonstrating how minor, consistent efforts can accumulate to create substantial outcomes over time.

Small Effort	>>>	Large Value Creation

Microshifts are subtle yet powerful changes that compound over time and yield significant results

Why are Microshifts© vital?

Breaking down goals into manageable steps makes implementation smoother and avoids the overwhelm that often accompanies tackling big projects too quickly. Outcomes create momentum and rebuild reserves. Over time, microshifts create self-generating, renewable energy.

Well-Being	Professional	Organizational	Relationships
Meditation	Planning Session	Meeting Preparation	Walking meetings
Drink more water	Breaks throughout the day	"No email" Lunch Breaks	Voice memo check-ins
Gratitude			

How to Engage Microshifts

Mindset Matters
Start with the mindset of creating replicable, scalable systems to sustain impact.
- What are small shifts we can make to our space, habits, expectations, and communications?

Pain can a Catalyst
Identify what isn't working. Where are you stuck, stagnant?
- Where are you experiencing tension?

Emotions Engage
Connect microshifts© to your emotions: They are "energy in motion."
- Why do you want change?
- What is the compelling reason for change?

Clarify Outcomes
Understand the desired state to hone changes.
- What are the desired outcomes?

Options Activate Us
Generate potential options based on which achieve the greatest outcome.
- The choice will be linked to picking the option with the highest value / lowest costs.

IDENTIFY

What isn't working?
Where do you feel stuck?
What feels tense or stagnated?

ACCESS

What options offer the highest value / lowest cost?
What 5 personal microshifts?
What are 5 professional microshifts?

CLARIFY

What is the desired outcome?
What are the success criteria?
What is at the root that needs to change?

The Benefits of Microshifts

Improve Workflows

Addressing inefficiencies, optimizing processes, and enhancing overall productivity within the organization.

Identify & Address Pain Points

Allows individuals or teams to identify specific pain points or bottlenecks within workflows. By breaking down processes into smaller components, it becomes easier to pinpoint areas that need improvement.

Iteratively Improve

Instead of overhauling entire workflows at once, microshifts focus on making small, manageable improvements over time. This iterative approach allows for continuous refinement based on feedback and real-world testing.

Reduce Resistance to Change

Large-scale changes can often meet resistance from team members who are comfortable with existing processes. Microshifts©, on the other hand, are less disruptive and easier for individuals to adopt, leading to smoother transitions.

Enhance Adaptability

Microshifts© foster a culture of continuous improvement, where teams can quickly adjust processes in response to new challenges or opportunities.

Microshifts© are an iterative method of making small, manageable changes over time that allows for continuous refinement based on feedback and real-world testing and that reduces resistance to change.

Turning Microshifts into Action

Capture System: *Be focused, be present*
Embrace an easy, accessible system for capturing tasks. This mitigates the latent fear of missing a task or dropping a ball and can drastically reduce stress levels. The right systems, like AIM's Create More Time Strategy, can massively increase your ability to be present, focus, and be effective.

Physical Movement: *Sitting is the new smoking*
Integrating small movements throughout your day. Start with a morning routine, like stretching to start your day (Bonus: capture while you stretch). Blocking time to move, even for 5 minutes, can transform how you feel physically.

Establish Context: *What is needed? To be helped, heard, or hugged*
Invest in understanding. Too often, in a desire to serve, we default to action. By asking questions of ourselves and those around us, we can create a ripple of microshifts both in how we show up and how we act.

Mindset Matters: *Clear on the outcome, flexible on approach*
Focus on the desired outcomes, direct and indirect, helps us to be more agile in generating all the possible options and responses. Great questions include: who are they, what do they need, why are we engaging, and how can we be of the greatest service?

45-Minute Meeting: *Permission to think differently*
Change your work rhythm by shifting away from back-to-back meetings. Offer 20 or 45-minute meetings to give people time to transition. Notice how small shifts in timing improve planning, attention, attendance, and connections. Better conversations drive lower stress, more focus, deeper connections, and more actionable take forwards. You might even notice greater efficiency, self-efficacy, and a sense of control.

> **By prioritizing actions with the highest potential value and lowest costs, you can focus your efforts on the most effective and efficient solutions.**

Pareto Principle, The 80/20 rule

20% Effort →→→ **Creates 80% of the Results**
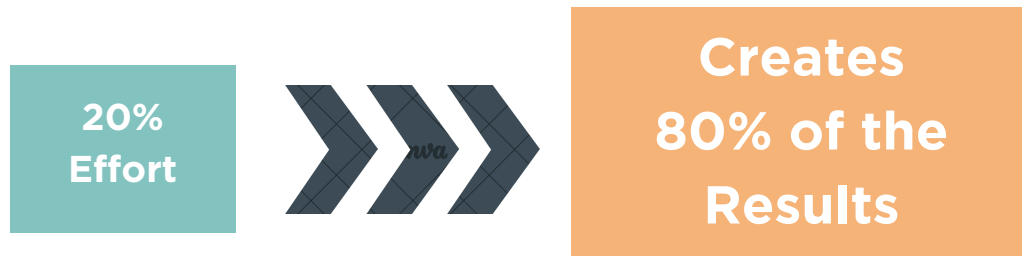
How can you apply this rule?

Named after economist Vilfredo Pareto, the Pareto Principle can be a powerful tool for optimizing efficiency and effectiveness. By identifying and focusing on the critical 20% of tasks, clients, or processes that generate 80% of the results, organizations can allocate resources more strategically, streamline operations, and achieve significant improvements in performance and productivity. This approach helps in prioritizing efforts and ensuring that key areas receive the attention they need to drive substantial outcomes.

Benefits
- Focusing on maximizing gain for efforts invested. Useful for prioritizing tasks,
- optimizing resources, and improving efficiency. Helpful framework for
- understanding complex systems and identifying key areas for improvement.

Risks
- Overused as a "universal law." Taken to extreme, short-term focused at the
- cost of long-term planning and stability.

Why We Overlook and Ignore Microshifts©

Resistance to Change
- Change can feel hard and overwhelming.
+ Starting small, we build momentum and create wins.

Perfection Mindset
 It will never be good enough.
+ Embracing a mindset of *Make it bad, make it better* helps us to get traction.

Overwhelmed and Overextended
- No time to get perspective or think strategically.
+ Identify tasks with outcomes.
+ Prioritize tasks based on urgency, importance, and impact on project goals.

No one size fits all
-Microshifts are different for everyone
-Default to old, familiar habits.
+Success leaves clues: observe and learn from everyone.

Thinking "linearly and logically"
- Overly rigid thinking creates a resistance to change.
+ Emotionally connect to what you want and why.

Traditional thinking makes assumptions about processing and planning
- Lack of agility favors linear progression.
+ Embrace an open-minded, adaptive approach.

Ideas into Action

AWARENESS:
- What microshifts© have you already successfully made?
- What can you learn from these wins? Success leaves clues.
- Generate a list of areas ripe for microshifts. Reflect on goals, where can you start small to get traction?
- How can you activate emotions (pain or pleasure) to inspire action?

ACTIVATION:
- Pick 3 high-value easy shifts to focus on.
- Track small wins and celebrate what works. Inject energy into the process.
- How can you ignite energy?
- How can you inspire action and motivate others?
- What resources or tools can aid in implementing microshifts effectively?

AGILITY BUILDING:
- Reinvest energy into new microshifts.
- Who around you excels at microshifts?
- What can you learn and adopt from them?
- How do you cultivate adaptability for harder or less emotionally-activated microshifts?

ACCOUNTABILITY:
- Share your successful microshifts to build visibility and foster peer accountability.
- How can you engage others in embracing your microshifts?
- Identify spaces where small changes can yieldoutsized impact.
- By stacking wins, how can you create an exponential benefit?

INTEGRATE/ACCELERATE:
- How might microshifts enhance your / your organization's brand?
- Consider how and where joy can be compounded through stacking.

**Microshifts have the potential to drive exponential impact.
Where can you get traction by breaking big projects into smaller microshift wins?
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