

Video transcript

Dan Gregory and Kieran Flanagan, Co-Founders – The Impossible Institute

Solving complex problems

DAN GREGORY: When we're working with the belief, break, bridge model what we're looking to do is to identify what's a behaviour that you believe should be showing up. And it might be something in yourself and might be something in your team or it might be something in a team member. It could even be in a customer, or even in a spouse or a child.

KIERAN FLANAGAN: Or a business partner

DAN GREGORY: We all have particular beliefs about you know what behaviours are supposed to show up. And if for some reason, those behaviours tend to break, or they don't show up. And what we want to do is say: "let's have a look at the behaviour that you believe should show up, let's have a look at where it breaks or where it doesn't show up, and critically why it doesn't show up. So, what's the determining factor that's actually causing that to break and then how do we build a bridge. In other words, how do we 'hack' human nature or create a behavioural hack, and a system where that result shows up, independent of our engagement or motivation.

KIERAN FLANAGAN: Now the beliefs often fairly easy, most of us can tell and quickly articulate what we want to change, but the bridge is often where we don't go deep enough because if you think about the bridge, we need to do a whole lot of solutions. But to get to the bridge we actually need to focus on the break. So, the break is where you really need to get honest with yourself and go: "what stops this behaviour showing up?" And if you can work out what the break is, you can usually build a bridge. But in our experience, most of us never really work out what the break point is. We think it's something and it's often something else. So I would say to everybody really spend some time on the break point – really investigate it, really be honest with yourself and if you can work it out, you'll be able to come up with solutions and hacks to create that bridge.