

# Driving Atomic Elephants: Mastering Change with Habits and Motivation

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## Project Overview

Project Type: Self-initiated instructional session

Role: Instructional Designer, Facilitator

Audience: Cross-functional colleagues (individual contributors and management)

Delivery Format: 60-minute webinar, presented in American Sign Language

Design Goal: Inspire reflection, motivation, and action through synthesis of key behavioral change concepts from the books *Drive*, *Atomic Habits*, and *Switch*

## Purpose

This session was designed not to solve a specific organizational problem, but to share impactful ideas I encountered through independent professional development. My goal was to make research-backed concepts from three widely respected books accessible and relevant to my colleagues' personal and professional growth, fostering a culture of continuous learning, reflection, and positive change.

## Instructional Design Approach

### Analysis and Framing

I identified the core through-line: why we change, how we build habits, and how to stay motivated. I recognized a strong presence of "we've always done it this way" mindsets in the organization and used this as context—not a problem to solve, but a backdrop for reflection.

### Design Strategy

I chose a narrative and metaphor-rich format to mirror the storytelling tone of the books while keeping it accessible for a diverse peer audience. I created a clean arc: motivation to behavior to sustained change. I designed reflection prompts and activities aligned to each book's framework, such as habit loop mapping and the change path worksheet.

### Development and Materials

I developed original visuals, including a custom image to represent the metaphor "Driving Atomic Elephants." I built a downloadable handout with self-assessment tools, reflection prompts, and goal-setting spaces. I incorporated structured summaries and definitions to support learners unfamiliar with the books.

## Delivery

I delivered the session in American Sign Language (ASL), ensuring clarity and engagement for Deaf participants. I embedded short interactive activities at key points to increase relevance and retention. I balanced conceptual depth with practical application in a one-hour window.

## Sample Learning Activities

### Snapshot of Motivation (Drive)

Learners identified where autonomy, mastery, and purpose show up in their lives, and shared with a partner to surface intrinsic motivators.

### Habit Tracker Challenge (Atomic Habits)

Participants reflected on their current habits, identified habit loops, and used structured templates to map one new habit they wanted to build—with built-in cues and tracking.

### Map Your Change Path (Switch)

Learners created a personal change plan by identifying rational drivers, emotional motivators, a clear destination postcard, and tweaks to their environment.

## Takeaway

This project allowed me to demonstrate my ability to synthesize ideas across disciplines, translate abstract theories into applied learning tools, and facilitate reflection and engagement in a short format. I designed inclusive and accessible materials for a diverse, multilingual audience. Rather than being reactive to a business need, Driving Atomic Elephants is an example of proactive knowledge-sharing and leadership through learning. It was designed to plant seeds of change by blending behavioral science with practical strategies for self and team development.