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Provo - **EARTHFRUITS YOGURT**, a frozen yogurt concept that focuses on healthy and eco-friendly products, opened its first location at 44 E. 1230 North. EarthFruits Yogurt offers a self-serve model that allows customers to choose from 18 exotic and classic flavors and more than 80 topping choices. With its focus on eco-friendly products, EarthFruits Yogurt uses packaging and utensils that are entirely compostable.

SOUTHERN

St. George - **STETON TECHNOLOGY GROUP**, a provider of Web-based software used to monitor and report on quality, compliance and brand performance, released a new product: Steton 360 Enterprise Edition. This new version delivers advanced tools to help executives in medium- to large-sized organizations access information and work tasks; measure and manage franchisee, supplier and other partner performance metrics; capture guest and employee survey data; and create and deliver management reports to the right people.

St. George - **DIAMONDTALENTPRODUCTIONS** has finalized its relocation to the **TONAQUINT HILLS RETAIL CENTER** located at Tonaquint Business Park. The new studios are located at 1487 Silicon Way, Suite A9 and will provide 5,000 square feet of space for dance studios and practice facilities.

Switch: How to Change Things When Change Is Hard

Reviewed by Chris Thomas, Owner, Intrepid

The ever increasing pace of business is requiring organizations, management and employees to become more adept at change. This is particularly true in the communication industry, where advertising, media and technology are changing so quickly that strategies and tactics that were effective even a year ago may now be obsolete.

I was particularly interested in *Switch: How to Change Things When Change Is Hard* by Chip and Dan Heath, because change has become part of my agency's DNA. We have worked to cultivate a culture of change and challenge our team to be constantly learning, adapting and innovating.

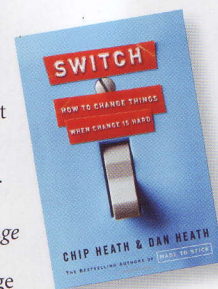
The broader theme of the Heaths' book encompasses the notion that change doesn't just happen, but rather it follows a pattern. "The people who change have clear direction, ample motivation and a supportive environment."

The book employs metaphors of an elephant, rider and a path to diagram the emotional, rational and environmental elements of change, and it explores each in the context of not just understanding but also practical application.

Some interesting insights from *Switch* include

- Self-control is an exhaustible resource: "What looks like laziness is often exhaustion."
- Decision makers typically exert too much time analyzing situations and focus on problems rather than replicating aspects that are working well.
- Ambiguity brings new choices and leads to uncertainty that can create stumbling blocks. Removing ambiguity requires more specificity in goals, guidelines and instructions.
- The reason people change isn't facts or understanding, but rather emotion. Two ways to plug into emotion are strong examples and visual aids.
- Changing an environment is one of the most overlooked and effective methods: "Tweaking the environment is about making the right behaviors a little bit easier and the wrong behaviors a little bit harder."

Switch is a relatively quick read (265 pages) with poignant case studies, sound research and advice that will benefit organizations and individuals, both those facing change and those looking for a competitive advantage.



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