

CO-AUTHORSHIP PRINCIPAL

Arthur Koestler wrote: “The mind likes a strange idea as little as the body likes a strange protein & resists it with similar energy. If we watch ourselves honestly, we shall often find that we have begun to argue against a new idea even before it has been completely started.”

Leo M. Moore, professor of industrial management of M.I.T., points out “Considerable work with groups in this area of change has indicated that to a large degree, people do not so much resist change or resent criticism as they do resist being changed or resent being criticized.”

When people are permitted to participate in creating the change ... not merely being told to change ... when they are invited to give their ideas about what concerns them and their work ... when they are given the freedom to criticize and say what they think ought to be done to improve the situation, they will be more openly receptive to new ideas.