

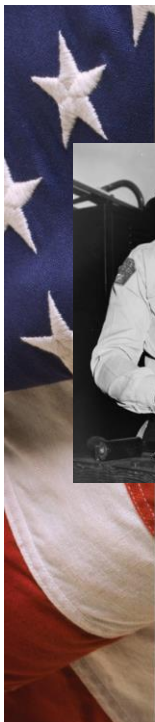
*A New Day for the Civil Service*

## **Looking Back to Forge a Way Forward: What the Montgomery Bus Boycott Can Teach Us About Leading Change**

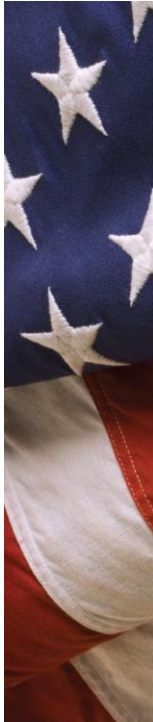


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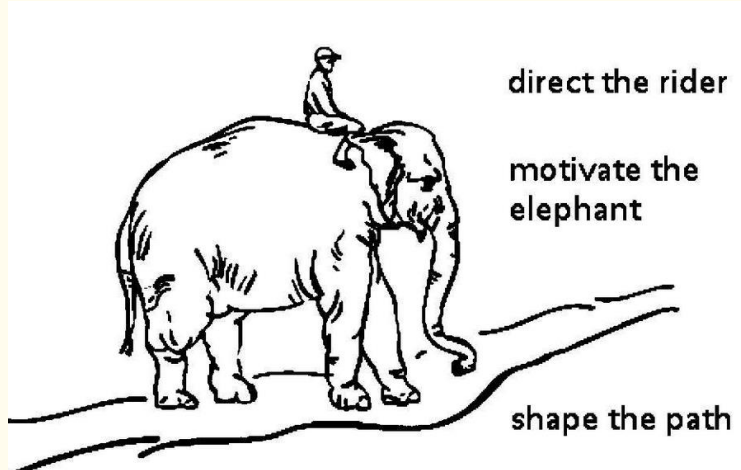


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# Switch: How to Change Things When Change is Hard

By Chip Heath and Dan Heath



direct the rider

motivate the elephant

shape the path

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## Directing The Rider



direct the rider

motivate the elephant

- Follow the bright spots
- Script the critical moves
- Point to the destination

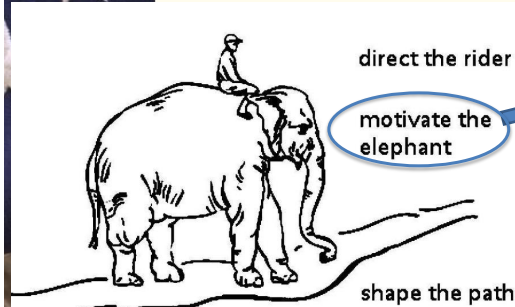


Martin Luther King Jr. outlines boycott strategies to his advisers and organizers including (from left to right) Rev. Ralph Abernathy and Rosa Parks.  
Don Cravens/Time Life Pictures/Getty Images

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## Motivating the Elephant



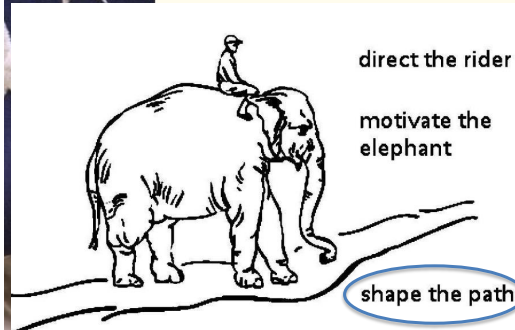
- Find the Feeling
- Shrink the Change
- Grow Your People



Claudette Colvin



## Shape the Path



Commuters walking to work instead of riding the buses during the Montgomery bus boycott, 1956 (Don Cravens/Time Life/Getty Images)

- Tweak the Environment
- Build Habits
- Rally the Herd



Photograph by Don Cravens/Time Life Pictures/Getty Images





- SUNNY AND MILD**  
*Atlanta: One to early today to be in the mountains and Westlands.*  
*Washington: Heavy and not today*  
*San Francisco: Heavy from 10-11*  
*New York: Mild*

# ALABAMA JOURNAL

*Central and Southeast Alabama's Largest Evening Newspaper*

**Latest Edition**  
**EVENING TIME**  
**IS READING TIME**

WED. YEAR—NO. 372 THE ASSOCIATED PRESS MONTGOMERY, ALA., TUESDAY, NOVEMBER 13, 1956 30 PAGES PRICE FIVE CENTS

# BUS SEGREGATION IS KNOCKED OUT

**U.N. Observer  
Group Enters  
Suez Sector**  
**Takeoff Time  
Of First Units  
Is Postponed**

By various news agencies.  
 The United Nations observer group, which was expected to leave for the Suez Canal zone today, has postponed its departure until tomorrow, according to a statement from the United Nations Secretariat.  
 The group, which is headed by a British observer, is expected to arrive in the Suez Canal zone tomorrow morning.

**LEADERS IN CHURCH MEETING**

Three of the prominent leaders of the Alabama Baptist Convention met in private here today for a conference. The meeting was held at the home of Rev. J. M. Smith, president of the convention.

**Hungary Issue  
Given Priority  
On U.N. Agenda**

**Steering Group  
Ignores Warning  
By Red Delegate**  
 UNITED NATIONS, N. Y. (AP)—The United Nations steering group today gave priority to the Hungarian issue, ignoring a warning by a Red delegate that the group was about to be "outvoted" on the subject.  
 The steering group, which is made up of representatives of the United Nations Security Council, is expected to meet tomorrow to discuss the Hungarian issue.

**Question Mark Put  
On Car Pool Case**

A three-hour battle today in the Alabama Senate over a bill to create a car pool for the state's judges, ended in a tie, leaving the issue in question.  
 The bill, which was introduced by Sen. J. B. Battle, would create a car pool for the state's judges, who are currently required to use their own cars.  
 The bill was defeated in the House of Representatives, but it is expected to be reintroduced in the Senate.

**Supreme Court  
Rejects Plea  
Of City, State**

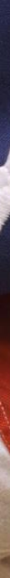
**Tribunal Vets  
Unanimously  
Unconstitutional**  
 JUSTICE CLARK today rejected a plea by the city and state of Alabama to allow a federal court to hear a case involving the constitutionality of the Alabama Supreme Court.  
 The case, which was brought by the city of Birmingham, involved a challenge to the constitutionality of the Alabama Supreme Court's decision to allow a federal court to hear the case.

**NO IMMEDIATE  
COMMENT HERE**

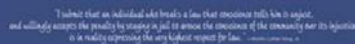
**Members of the City Council  
Will Not Comment on  
the Birmingham and the  
State of Alabama's  
Decision to Allow a  
Federal Court to Hear  
the Case.**

STATE COMMISSIONER CRISINS

W. 40-5801



Sparked by the December 1, 1955 arrest of Rosa Parks for refusing to give up her seat on a bus, black citizens of Montgomery, Alabama boycotted the city buses from December 5 of that year until December 20, 1956. During that period many black organizations and participants were arrested, some of whom are shown here. The boycott ended when a United States Supreme Court ruling declared that segregation on the buses was illegal.





## Just Get Started!!!



"Take the first step in faith.  
You don't have to see the  
whole staircase, just take  
the first step."

*Martin Luther King, Jr.*

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