

REWIRE

the journey from I COULD to I WANT TO

Most rewires start as a survival strategy. We are jolted out of our comfort zone - by loss, by change, a move, perhaps the end of a relationship, or the beginning of one. We are faced with a fork in the road, where we could adapt, or we could spiral. When things stop making sense and we try to negotiate our way back to familiar grounds. *I could change. I could try this differently. I could let go of that.*

But what if we changed the words slightly? What if I COULD changed to I WANT TO?
I want to change. I want to try this differently. I want to let go of that.

That one change in mindset, a slight shift in perspective is the difference between someone who survives the transition vs someone who is transformed by it. It is the moment when we let go of passive adaptation and make an active choice. When we let go of who we thought we were, and become what the situation demands of us. It's one heck of a journey. And it all starts with curiosity.

Elisabeth Kübler-Ross mapped grief in five stages. But grief was just the starting point. The same curve has been adopted in leadership and organizational contexts as the Kübler-Ross Change Curve and is the inspiration for the Bento REWIRE pivot.

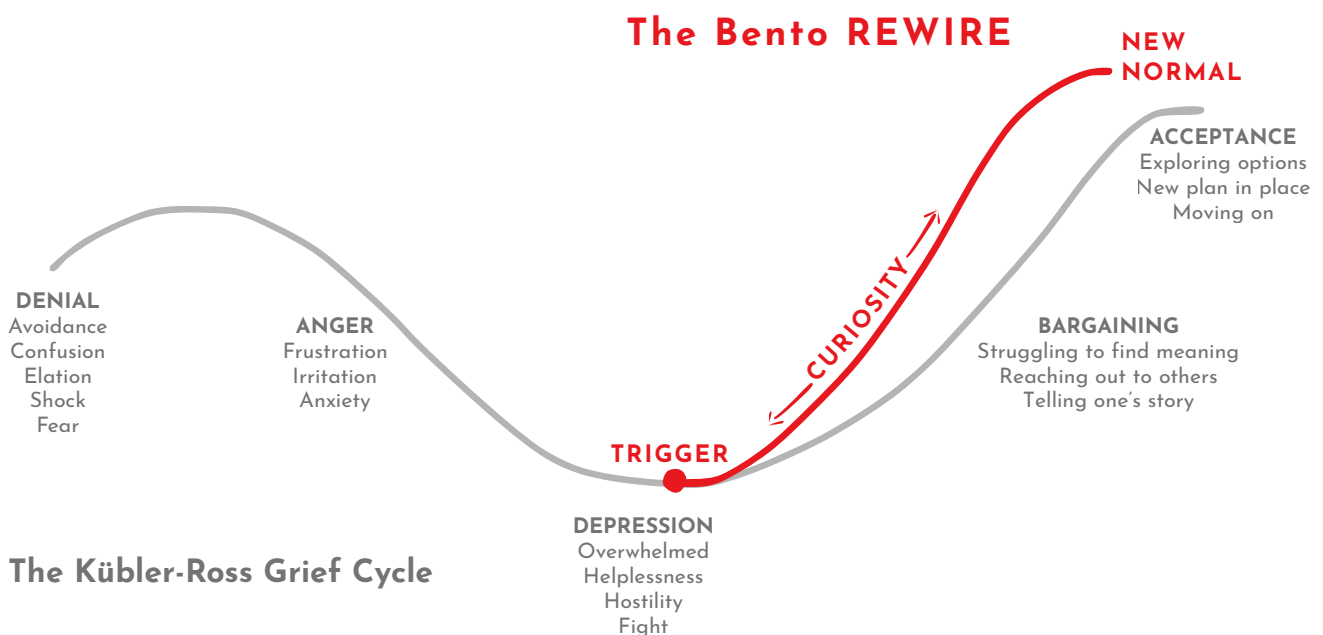
Our take is that at the bottom of the curve, there is a point when you are past the shock, anger and denial, but haven't reached acceptance yet. That's the moment when someone or something shakes you up. A sort of diversion or fork in the road.

Often it's something small – a conversation, some feedback, a question that you can't walk away from. An external nudge that tilts you, just slightly, from defending your past choices towards wondering about your future options. Some people, in that moment, get curious. And that small shift is everything.

Curiosity is where the rewire begins. We COULD continue on the traditional path towards acceptance and then problem solve. Or we could pivot, and WANT a different path. Somewhere in that progression, we find ourselves asking questions, fighting our biases, reserving judgement. We stay curious long enough to rewire our brains, our habits, our attitudes and completely transform ourselves.

So here's a reflection:

Where are you on the curve right now? Is there a belief you've been holding tightly, or a version of yourself that you may have outgrown?



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Rewire is never just one thing. It is personal and emotional, the long valley and the slow climb. It is behavioral - the shift from coping to choosing. And it is cultural - the quiet, permanent expansion of what you believe is possible, normal, and human.



PERSONAL REWIRE - How do I cope?

Inward focused, it's the process of examining the defaults you reach for when things go wrong. The habits of thought, the emotional patterns, the coping mechanisms that were useful once but no longer are. It's not about fixing yourself. It's about understanding your own circuitry well enough to choose when to use it, and when to rewire it. Think about:

- What is a coping strategy you have relied on for years that you have never questioned?
- What are you holding on to? Honestly, is it still available to you?
- What version of yourself are you most afraid to let go of? Why?
- If the disruption you are currently facing is trying to teach you something, what is the lesson you have been most reluctant to hear?
- What would it mean to stop coping and start choosing?



BEHAVIORAL REWIRE - How do I act differently?

When the internal shift becomes visible. It's not enough to think differently. At some point, the rewire has to show up in what you do, how you speak, and how you show up. This is the level most people attempt first because behavior feels more tangible, controllable. But behavior that is not anchored in an internal shift is performance, not change. Consider:

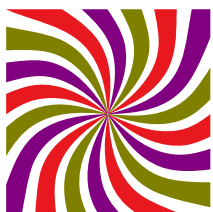
- What is one behavior that you know is not serving you, or the people around you?
- What tools are you still using that made sense for a version of you that no longer exists?
- What feedback have you received that you dismissed, but couldn't quite forget?
- What would the people closest to you say needs to change?
- If you could drop one default behavior today and replace it with an intentional choice, what would it be?



CULTURAL REWIRE - What did I assume was universal that was not?

Cultural rewiring is the slow, disorienting process of realizing that your "normal" was never normal, it was simply yours. And that other normals exist, with their own textures of warmth, generosity, and meaning. Our assumptions about how things should work, what good looks like, what counts as professional, what respect sounds like - these are not facts. They are inherited settings. And they shape every interaction, every judgment, and every relationship we build. Cultural rewiring does not ask you to abandon your values. It asks you to examine which of your certainties are values. And which are simply habits dressed as values.

- What is a practice or standard you have always considered simply "the right way" to do things? Where did that belief actually come from?
- Where have you mistaken familiarity for quality, or difference for deficiency?
- What assumption about how people should behave, communicate, or lead has caused friction in a relationship or team - and how much of that friction was yours to own?



THE FULL PICTURE - Why do all three matter?

Personal rewiring without behavioral change remains internal, felt but invisible. Behavioral change without personal rewiring is performance, not sustainable.

Cultural rewiring without the other two is intellectual, interesting but not transformative.

But when all three levels move together, something shifts that cannot shift any other way. Think of it this way. A pinwheel in a single color is still a pinwheel. It turns and is beautiful in its own way. But you will never know what you are missing until you see it in full color. Each color distinct, each one necessary, the whole picture only visible when all of them are present.

That is what a complete rewire looks like. Not a single change in a single area. A full-color version of yourself. More honest, more curious, more capable of meeting the world as it actually is. The question is not whether you are capable of rewiring. You are. We all are. The question is whether you are ready to choose it.

