

About Karan Froom

Karan Froom is a transformation strategist and change leader who helps organizations and individuals navigate change with clarity and confidence. With deep expertise in digital transformation and leadership development, she empowers people to embrace change and drive lasting impact.



The Gooney Stage of Change

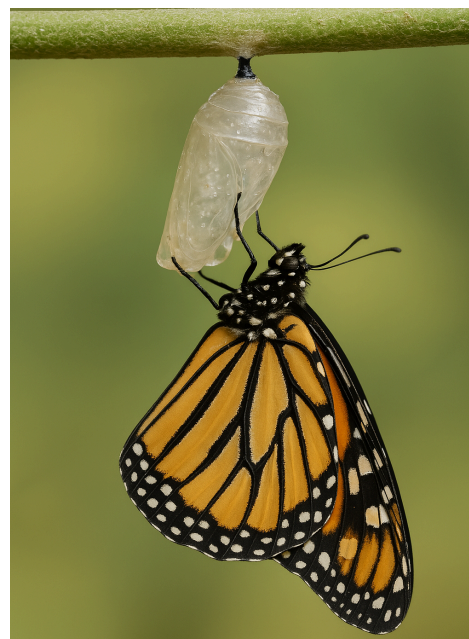
When a caterpillar wraps itself in a cocoon, preparing to transform into a butterfly, something remarkable happens inside: it liquifies, turning into a gel-like substance before rebuilding into a new, beautiful form. I like to call this the "gooney stage" of change.

We all go through our own version of the gooney stage when we embark on significant life changes—whether it's a career transition, a personal transformation, or a journey of self-discovery. It's that messy, uncomfortable period where everything feels uncertain and undefined. You're not quite who you used to be, but you're not yet who you're becoming. It's awkward, vulnerable, and often feels like everything you once knew is slipping through your fingers.

Letting Go of the Old

During the gooney stage, we release old versions of ourselves. It's a necessary shedding of habits, beliefs, or identities that no longer serve us. Sometimes this looks like letting go of old frustrations or lingering anger. Other times, it's examining our behaviors and values to see if they still fit the image we're shaping of our future selves.

This process can be emotional, even painful. We might experience sadness as we acknowledge parts of ourselves that no longer fit. We may confront fears that have held us back for too long. And sometimes, we just sit in silence, waiting for inspiration to strike—wondering if it ever will.



The Power of Sitting in the Goo

What we often forget is that the gooney stage is not just necessary—it's powerful. In the cocoon, the caterpillar isn't just dissolving into nothingness; it's breaking down to become something greater. The same is true for us. When we allow ourselves to sit in that space—without rushing through it or forcing clarity—we give transformation the time it needs to work.

In my experience leading change management efforts and building teams through large-scale transformations, I've seen people resist the gooey stage. They want solutions immediately, and answers right now. But growth doesn't come from forcing change. It comes from leaning into the discomfort, letting go of what no longer serves us, and embracing the fluidity of becoming.

Rebuilding with Intention

As the gooey stage progresses, we start to rebuild—carefully, thoughtfully, intentionally. We select which ideas, values, and parts of ourselves to carry forward. We take on new perspectives, shaped by our experiences in the cocoon. We craft new stories about who we are and how we want to show up in the world.

When the butterfly finally emerges, it's not just beautiful because it grew wings—it's beautiful because it allowed itself to dissolve completely before becoming something new. We, too, have the potential to transform in profound ways if we allow ourselves to sit in the goo, embrace the discomfort, and rebuild with purpose.

Embrace Your Gooey Stage

If you find yourself in the gooey stage, wondering if you'll ever break free of it, know that you're not alone. The transformation is already happening, even if it doesn't feel like it yet. Trust the process. Let go of what no longer fits, and know that the discomfort is part of the journey. One day, you'll look back on this phase and realize it was essential for your growth.

So, honor the gooey stage. Trust the power of transformation. ***And remember: You are becoming something remarkable!***