



Change Is Good...You Go First — Part One

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Volume 13, Number 8

Source:

Change Is Good...You Go First
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Change Quotes

1. "Changing things is central to _____."
2. "If you want to make enemies, try to _____
_____." — *Woodrow Wilson*
3. "All change does not represent progress, but without change,
there can be no _____."
4. "Change is _____.
Growth is _____."
5. "The world changes so fast you couldn't stay wrong all the time
if you tried."
6. "The question is not will we _____ through
change, but will we _____ through change."

Ways To Inspire Change

1. Change what needs change..._____

Observations:

- (1) Cosmetic changes are _____ than cultural changes.
- (2) Effective change usually begins with an _____ - _____ change rather than an outside-in change.

2. Let go of _____ so you can go to _____.

“Our brains are like closets. Over time they are filled with things we no longer use — things that don’t fit. Every once in a while they need to be cleaned out.”

— Eric Harvey and Steve Venture

Harvey and Venture had this to say about cerebral baggage that weighs us down during change:

“Our baggage includes everything from once valid beliefs and practices that have outlived their usefulness, to misinformation and misconceptions that we’ve accepted (and even embraced) without much examination or thought.”

Why care about this “baggage”? Because it negatively impacts us, the people we work with, the environment we work in, and the results we get. **Simply stated, whatever we accept and believe determines how we _____...and how we behave determines what we _____ (or don’t achieve).**

JM’s reflection at the end of each year:

(1) What did I _____?

(2) What must I _____?

Everything you _____, you must
_____ something.

Peter Drucker said: *“It’s easier for companies to come up with new ideas than to let go of old ones.”*

Bill Gates puts it this way. . . *“In 3 years every product my company makes will be obsolete. The only question is whether we will make it obsolete or someone else will.”*

Peter Drucker reinforced what Gates said, by saying: *“Every 3 years, each product and process should be put on trial for its life, otherwise the competition will pass you by.”*

3. Activate _____.

A good leader inspires people to have confidence in their _____.

A great leader inspires people to have confidence in _____.

4. Remove _____.

If you're an employee, nothing is more frustrating than to understand the change mission, to embrace the change mission, but to be trapped by barriers beyond your control.

Job #1 for any leader in times of change is to start removing barriers that will keep your team from executing the plan.

Barriers are usually created by...

1. Outdated _____,
2. Outdated _____,
3. Outdated _____, or,
4. Outdated _____.

The first, and most important part of this challenge, is to do some serious diligence to **clearly define the "enemy."** This requires getting input from everyone, especially those front line employees who are dealing directly with the customers.

To remove barriers effectively, the leader must...

_____, _____, then
_____.

*"When you're up to your rear end
in alligators, it's hard to remember that
your purpose is to drain the swamp."*

— George Napper

5. _____ •

*"Making the simple complicated is
commonplace; making the complicated simple,
awesomely simple... that's creativity."*

— Charles Mingus

After schooling in the States, Roberto Goizueta returned to Cuba in 1953 to work in his family's sugar business; but he was soon scanning want ads. He answered an anonymous ad for work at a Coca-Cola bottling plant in Cuba. There he would begin a famous career marked by his unique ability to inspire people.

In 1979, Goizueta was named the president of The Coca-Cola Company, and in 1981, the company's chairman. Over a 16 year span, Goizueta created more wealth for shareholders than any CEO in the company's history and made Coca-Cola the most prominent trademark in the world.

Though English was his third language, **his success is primarily attributed to his ability to encapsulate complex ideas and present them in concise, compelling fashion.** Roberto was best known for his oft-repeated description of Coke's infinite growth potential:

Each of the six billion people on this planet drinks, on average, sixty-four ounces of fluids daily, of which only two ounces are Coca-Cola.

Coke's employees were blown away by the originality and audacity of the idea when Goizueta first spoke it. **Eventually, closing the "sixty-two gap" became a centerpiece of inspiration and motivation within the company.**

Communication Questions:

- (1) "Do _____ understand what I am saying?"
- (2) "Do _____ understand what I am saying?"
- (3) "Can they _____ what I am saying?"
- (4) "Can others _____ what they are saying?"

Review:

1. Change What Needs Change...Not What Is Easy.

Q. "Is this change essential for improvement?"

2. Let Go of Yesterday So You Can Go To Tomorrow.

Q. "Am I willing to give up to go up?"

3. Activate Belief

Q. "Are my beliefs and behavior consistent with each other?"

4. Remove Barriers

Q. "Have I clearly defined the obstacles and implemented a plan to remove them?"

5. Simplify the Message

Q. "Is my goal so clear that change is possible?"

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Answers:

Leadership; Change Something; Progress; Inevitable; Optional; Go; Grow; Not What Is Easy; Easier; Inside-Out; Yesterday; Tomorrow; Behave; Achieve; Learn; Leave; Gain; Give Up; Belief; Leader; Themselves; Barriers; Systems; Procedures; People; Products; Listen; Learn; Lead; Simply The Message; I; They; Tell Others; Understand