



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

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Review: Resource

Change Is Good...You Go First

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Ways to Inspire Change...(Reasons to Change)

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 one another?"

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?"

Ways To Inspire Change

6. _____.

In times of change there is always the question of... **how fast do we move?** Although there is no right answer for everyone...the right answer for most is..._____!
_____!

Speed Statements:

- (1) Answering "_____" to the first 5 ways to inspire change will help you lead with speed.
- (2) The _____ required to change, the longer it takes.
- (3) The _____ the change, the longer it takes.
- (4) The desire for _____ and the fear of _____ slows down speed.

Kevin Kelly, in his book, *New Rules for the New Economy*, said

"Wealth today flows directly from innovation, not optimization. It is not gained by perfecting the known, but by imperfectly seizing the unknown."

Tomorrow comes at us with lightning speed, and your competitive advantage is a fleeting thing. As leaders, we must create an environment that puts innovation front and center. Your people must know it is the key to your company's survival. **You must create a climate that _____ and _____.** Your people must not fear mistakes, but understand that honest mistakes can be life's main source for learning. **So teach them to fail quickly, and often, to enable them to reach the next plateau.**

Luck follows speed!

Failure, when understood correctly, helps you...

(1) Find _____,

(2) Find _____...
more quickly.

(5) Speed is important in creating _____ -
_____.

Never underestimate the significance of early victories. They nourish the faith in the change effort, they give an emotional lift to those who are working hard, and they keep the cynics at bay. Also, and very importantly, each victory helps to build momentum, which can be a wonderful "friend" when you're riding the wave of change.

7. Let Your _____ Call the Shots.

“Success doesn’t happen by accident. It starts with an unwavering commitment to build a dedicated team who serves their boss...the customer.”

— Mac Anderson

Change is only appreciated if it is meaningful or appreciated in the eyes of the beholder. Are your communications, your actions, of relevance to your customer? If it isn’t, you too, could end up under a whole heap of green marble.

Early in my leadership years I mistakenly thought that “my people” were there to help me achieve my vision and goals.

8. Let Your _____ .

“You can’t teach culture. **You have to _____ it. You have to _____ it. You have to _____ it.**”

These are words from Brent Harris, a top executive for Nordstrom, the retail chain known for legendary service.

To change any culture, in any company, the people at the top have to show it! Because words without deeds mean nothing!

People _____ what people _____.

The Law of Buy-In — “People buy into the leader _____ they buy-into the vision.”

“Nothing is so contagious as an example. We never do great good or great evil without bringing about more of the same on the part of others.”

— Francois Rochefoucauld

9. Inspire ---

Authors B.J. Gallagher and Steve Ventura wrote a great little book about achieving success through personal accountability titled: *Who Are “They” Anyway?* I like their list showing how each individual in the company can benefit by adopting a “personal accountability attitude”:

- You have more control over your destiny
- You become an active contributor rather than a passive observer
- Others look to you for leadership
- You gain the reputation as a problem solver
- You enhance your career opportunities
- You enjoy the satisfaction that comes from getting things done...the power of positive doing
- You experience less anger, frustration and helplessness — all leading to better physical health
- You realize a positive spillover effect into your personal life at home

According to Gallagher and Ventura, the most important words of personal responsibility are as follows:

The 10 most important words:

I won't wait for others to take the first step.

The 9 most important words:

If it is to be, it's up to me.

The 8 most important words:

If not me, who? If not now, when?

The 7 most important words:

Let me take a shot at it.

The 6 most important words:

I will not pass the buck.

The 5 most important words:

You can count on me.

The 4 most important words:

It IS my job!

The 3 most important words:

Just do it!

The 2 most important words:

I will.

The most important word:

Me

*"Your future depends on many things,
but mostly yourself."*

— Frank Tyger

10. Stand _____ Your Team, Not _____ Them.

You don't have to be a good leader to get people to follow you on an unchanging course. You can be an average leader and some will still follow you through minor bends in the road. **But to get people to follow you through the unpredictable twists and turns, you must not only sell your vision, you must show that you care.**

"The measure of a truly great man is the courtesy with which he treats lesser men."

— Anonymous

11. _____, _____, _____.

Once the leadership team has signed off on the "change message," the challenge is how do you keep it alive until the behavior is consistent with your goals. Understand one thing...it won't happen on its own. You need to have a plan in place to make it happen. Answering these three questions is a first step for success:

1. How do I keep it _____? Less is always more.
Say it _____.
2. How can I make it _____?
Say it _____.
3. How many times can I communicate it, on a daily, weekly and monthly basis?

Say it _____.

*"When patterns are broken,
new worlds emerge."*

— Tuli Kupferburg

Review:

6. Lead With Speed.

Q. "Am I moving fast enough to get some short-term wins?"

7. Let Your Customers Call the Shots.

Q. "Is this change significant to the customers?"

8. Let Your Actions Speak.

Q. "Does my behavior back up my words?"

9. Inspire Personal Accountability.

Q. "Do I and my team feel responsible to create positive change?"

10. Stand With Your Team, Not Above Them.

Q. "Am I a part of the team instead of apart from the team?"

11. Reinforce, Reinforce, Reinforce.

Q. "Do I keep the challenge of change alive until it is achieved?"

Answers:

Lead With Speed; As Fast As Possible; Yes; More People; More Difficult; Perfection; Failure; Rewards Risk; Creative Effort; Yourself; Your Way; Short-Term Wins; Customers; Actions Speak; Live; Experience; Share; Show; Do; See; Before; Personal Accountability; With; Above; Reinforce; Reinforce; Reinforce; Simple; Clearly; Memorable; Creatively; Continually