

Change Happens

Most people in business have set ways of doing things. It is called efficiency. After all, it is the logical way to do things and they have always done it that way and it works.

The problem is that it is easy to form habits and become very set in our ways. We resist change and so do our staff. The business plods along OK as everything steadily changes around it. Then day-by-day business gets a bit tougher. Customers become more demanding, competition increases and it becomes harder to make ends meet. We all know what happens next, even if it does take a few years, until the inevitable end. The fact is it does not need to be like that.

CHANGE is the best guarantee of job security.

As a Manager/Leader the best way to ensure continuing business success and job security is to embrace change. It does not matter how big or how small a company is. Without change, the tendency is to become sluggish, even bureaucratic. It is easy to lose the sharp edge and become slow at making decisions and taking action. There may also be the tendency to avoid any situation that might hold even the slightest element of risk.

My advice is to keep your mind open to change all the time. Welcome it. It is only by examining and re-examining your opinions and ideas that you can progress.

Charles Darwin said that those who survive are those "better adapted for the immediate, local environment."

Translation: Change is necessary to survive in today's new constantly evolving business environment.

Become a champion of change rather than a boiled frog!

If you can remember back to your High School days you may recall the 'classic' biology experiment using a frog. It goes something like this. You put a frog in a pot of cold water and then gradually turn the heat up. What happens? The frog does nothing! It just sits there without jumping out as the water heats up. The frog will ultimately be boiled to death.

That is similar to what happens in many small businesses. They get hurt in the market place before they wake up. It is the "she'll be right" attitude.

In my opinion it is better to become a champion of change rather than a victim of change (a boiled frog!). I agree that change is difficult for all of us and that is why we all have a natural tendency to resist it. Yet, like it or not, we are living in one of the most exciting periods

civilization has ever known. It is a period of astounding and radical change... an era of unprecedented rapid, accelerating change.

The thing about change is that you really have no choice. Resist it and become a victim or you can decide to become a champion of change and capitalize on it.

To become a champion of change you need to break out of your comfort zone and try new things before you are forced to. Make it a habit to chase after some innovative goals. The key to setting innovative goals is to start by answering this one important question - What can I do that I am not doing now to make my business more profitable?

The big winners in any type of business are the ones who understand how the world is changing and adapt accordingly. It is the job of the entrepreneur / leader / manager / business owner (which ever name suits best), to bring about change and to educate staff to look upon change as their best guarantee of job security. Change is their friend not their enemy.

Be Inquisitive.

Study, ask questions and read constantly! Repeated success is not about memorizing facts. It is about being able to take information and create, build or apply it in new and important ways. Constantly ask yourself "How does this affect me?" Curiosity triggers innovation.

Doing what you did well yesterday, well again today, reduces the likelihood of doing well, what you must do well tomorrow.

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