



A Guide for Leaders:

Change is Good...You Go First, **by Mac Anderson and Tom Feltenstein**

Includes printable worksheet for meeting participants

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***How do you inspire your team
to see that change is good?***

Prior to your meeting, provide a copy of *Change is Good...You Go First* to each meeting participant, and request the participants read the book and come prepared for discussion. The book will also serve as a learning tool and a future resource to reinforce training ideas.

- Why is change so important in our organization?
- Is change necessary?
- Can we initiate change within departments or as a whole?
- Watch Change is Good movie (3m:23s)

Movie Discussion Questions

Change What Needs Changing—Not What's Easy

What needs to change in our organization? Is it our processes, our product, or perhaps our people? Working together as a team, let's discuss the topic of CHANGE and ways we can improve our organization.

Questions continued on next page...

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Re-Recruit Our Best People

Who are our key employees? Are we keeping them involved with all processes? As managers, are we asking for their feedback? How can we clearly communicate changes that we need to make to these key employees, so they can communicate to others?

Forget for Success

What old ideas, beliefs and practices are we holding on to that have outlived their usefulness? What is holding us back from embracing new ideas? Start fresh...

Focus on Strengths

Have we lost our focus? Discuss the company's strengths and if they are being used in every transaction/ encounter with the customers.

Simplify Your Message

Have we gotten complicated? What is our core message? Construct a simple, 1-2 sentence company rule that all can understand and follow.

Let Your Actions Speak

What example did you set today? We must measure our own individual progress. Would you ask of yourself what you're asking from your employees? Rate yourself on the following:

- | | |
|--------------------------|----------------------------|
| • Constancy _____ | • Reliability _____ |
| • Congruity _____ | • Integrity _____ |

Questions continued on next page...

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Take Calculated Risks

Risk is scary and no one wants to take charge. But risk often leads to reward. What risks can we take to stay innovative in our field? How can we “one-up” our competition? We can't learn if we don't make mistakes, which involves risk.

Measure Results

What are we measuring? How do we measure it? Are we effectively sharing these results with the company? What do we want to achieve? Do we have a realistic strategy to achieve it?

Pull the Weeds

As leaders, we must learn to “pull the weeds.” In reality, some people will choose to work for our team and embrace our culture. Others will not. We need to identify the “weeds” in each department and make necessary, difficult, changes, or as managers, we lose credibility.

Reinforce, Reinforce, Reinforce

Have we underestimated the need for continuous reinforcement? How can we keep our “change message” alive? What does each manager/department need to get their team onboard? Ask these (3) simple questions:

1. How do I keep it simple? Less is always more.

2. How can I make it memorable?

Questions continued on next page...

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3. How many times can I communicate it, on a daily, weekly and monthly basis?

Not easy. Simple, yes. But not easy. This requires strict discipline to stay on track.

Do you have that discipline?

CONCLUSION

"We are all creatures of habit. However, sameness is the fast track to mediocrity, and mediocre companies will not survive. **What is your challenge?** It is to convince your team that the new world you are trying to create is better than the one you're in. Inspire your team to get out of their comfort zones to assure them that even though they are on a new path, it's the **right** path, for the **right** reasons."

—Mac Anderson