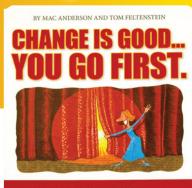
simple truths®



21 Ways to Inspire Change

A Guide for Leaders:

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

Includes printable worksheet for meeting participants ©2014 Simple Truths, LLC

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

<u>Prior to your meeting</u>, 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...

simple truths

Re-Recruit Our Best People

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

asking for their feedback? How can we clea	are we array communicate changes that we need to make to these key
employees, so they can communicate to o	thers?
Forget for Success	
What old ideas, beliefs and practices are wholding us back from embracing new ideas?	we holding on to that have outlived their usefulness? What is ? Start fresh
Focus on Strengths	
Have we lost our focus? Discuss the compaencounter with the customers.	any's strengths and if they are being used in every transaction/
Simplify Your Message	
Have we gotten complicated? What is our control that all can understand and follow.	core message? Construct a simple, I-2 sentence company rule
Let Your Actions Speak	
What example did you set today? We muyourself what you're asking from your empl	ust measure our own individual progress. Would you ask of loyees? Rate yourself on the following:
• Constancy	- • Reliability
	— • Integrity ————————————————————————————————————

simple truths

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

Take Calculated Risks

mistakes, which i	re in our field? How can we "one-up" our competition? We can't learn if we don't make involves risk.
Measure Results	5
	neasuring? How do we measure it? Are we effectively sharing these results with the do we want to achieve? Do we have a realistic strategy to achieve it?
Pull the Weeds	
and embrace ou	nust learn to "pull the weeds." In reality, some people will choose to work for our team reculture. Others will not. We need to identify the "weeds" in each department and make lit, changes, or as managers, we lose credibility.
Reinforce, Reinf	orce, Reinforce
	estimated the need for continuous reinforcement? How can we keep our "change What does each manager/department need to get their team onboard? Ask these (3)
I. How do I ke	eep it simple? Less is always more.
2	nake it memorable?

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

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