



Spark Impact in Just One Hour

Value-Building Experiences by
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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 does your team react to change?
Do they dig in with their heels to resist it
or do they welcome it with open arms?
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.

Watch *Change is Good... You Go First* movie: <https://vimeo.com/99086742>

and ask these thought-provoking questions prior to discussing the book:

- Why is change so important in our organization?
- Is change necessary?
- Can we initiate change within departments or as a whole?



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Book 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.

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

- What do we focus on as a team? As an organization?
- Discuss the company's strengths and if they are being used in every transaction/encounter with the customers.



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Simplify Your Message

- What processes have we made complicated within our team? Within our organization?
- 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

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?

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?



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Stand with Them, not above Them

- Think of a recent change you had to lead your team through. Were you able to get your team to buy into the change? If so, how? If not, what could you have done differently?
- How can you show your team that you care about them?

Reinforce, Reinforce, Reinforce

When going through a change, ask these 3 simple questions:

- How do I keep it simple? Less is always more.
- How can I make it memorable?
- 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?

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.



Contact us to learn more or tell us about how this Discussion Guide sparked impact for you and your team!

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