

## ARE YOU RIDING THE WAVE OF CHANGE, OR ABOUT TO BE WIPED OUT?

Ten years ago, planning for two or three years down the track was considered a luxurious event. Any person or organization that did have one, three and five year plans were put into the “Hall of Fame” for planning.

Today, failing to look at the changes for the next five to ten years could mean you’d be out of business or the industry in half that time.

Long gone are the good ole’ days of “**knowing all**” and welcome now, to the “**age of ambiguity**”. How can we plan you ask if there’s uncertainty? You embrace that notion and put it into your planning sessions, and read on!!

If the 70’s was the “ME” decade and the 80’s was the “WE” decade, and the 90’s was the “Let’s wait and SEE” decade. Now we have the “what’s it going to BE?” decade. There are no patterns, there isn’t any “theme” and we’ve gone from unbelievable highs in the market and consumer confidence to unbelievable lows in both. There is one thing that younger people have that most over 25 years of age struggle with today. They have the ability to adapt and adapt quickly.

Trends now focus on events that may be in direct opposition. People are asked to take sides, to choose the right or wrong “ness” of the issue. By doing so, there becomes a fixed position and the universal law of freedom in movement becomes violated. That which moves freely (no static position) keeps moving!

Today we see focus on the individual’s rights and the group’s rights, the protection of the environment and open logging of rain forests for commercialism, freedom of speech and censorship of books, programs and ideas. Prospering as a business in today’s society can be like skipping through a land mine field, without a care.

Let’s look at what the process change involves and how to begin introducing you and your organization to embracing change.

Four ideas that come to mind in the beginning to accept, rather than resist change follow. Feel free to use, expand and even create new dimensions with these ideas. Become a change agent for the betterment of you, your organization, your community, your country and your world. Teach others that the more flexible you are in business, thinking, parenting, communicating and just about any feature in your life, the **more effective** you will be in *all* areas of your life.

### **Static Buster One:**

Host a **Disaster Party** in your office. Get your employees to gather round one lunch hour and sit in a circle. Tell each one of them they have to think of the something that could go wrong – from a minor problem to the most horrible disaster that could happen to the company. They have to tell a story, so their disaster has to carry on from the person before. Start with a small disaster and build to really horrific, crippling disaster.

Start with one person and begin the story. Then go to the person to their right and add on. Go around the circle once or twice for groups (12-15 people) or three to four times (for groups 6-10) until you have 30 or so disasters for the company. Make sure to list the disasters on a flip chart and once all are listed, you start the second part.

This time put some monopoly money on the table and tell the group “we’re going to solve these problems together.” Then explain that you’ll give \$ for ideas and who ever gives the most useable ideas and earns the most money will win a prize. Then reward them as you see fit, always rewarding those that work together on a solution more prizes, so they learn two valuable lessons. How to solve problems and how to use others help in solving a tough problem. Two very useful and profitable lessons to learn in building a successful business.

### **Static Buster Two:**

Have a **Lateral Thinking Breakfast** I like to call them a **Bizarre Breakfast** where everyone brings to a breakfast meeting five “*wild and crazy*” ideas on how to grow the business. The more wild and crazy the bigger the reward. Then spend the remainder of the breakfast with the whole group giving suggestions how to make a majority of them work. This might take a couple of breakfasts, because you need to remember to keep the meeting to *one hour*. This keeps the breakfast moving along quickly to encourage the flow of ideas. Write down everything mentioned and after all ideas are listed with solutions, chose one or two main ideas for everyone to work on for 30, 60 or 90 days. This is a group reward process and helps to build team spirit while gaining valuable ideas in a fun, fast and fluid setting.

### **Static Buster Three:**

Throw a **Passion Party**. This is a type of game like charades where at the end of the week you take one hour and divide the group into two teams. Each team thinks up 3-4 things they are very passionate about and writes them down. One team must choose one item from the opposite team’s **passion pile** and act it out to their team members. Through the fun and laughter, things that your team is passionate about come to light. Great for owners to find out what their team’s passions are and great for staff to have a little fun. Keep score and have gag gifts for the winners. Everyone should participate. This is a mandatory stress reduction, right brain creative activity. Start holding them once a month and if possible aim for every week!

### **Static Buster Four:**

Create a **Reading Round Table** once a month for one hour. Get everyone to read a book, journal article or something in your industry, dealing with people, customer service, communication skills, business, self-development, stress release or just about anything. Then they each give a 5-8 minute report on what they read, how it applies to the office and everyone there, and what they agree or disagree with. Get them to highlight in color the good parts so others can read it in 1/5 the time. Encourage your reading list to grow and include audiotapes, videos and CD’s on various subjects.

Although you may find some of the above more creative than you'd like to be, one thing is for certain. All of the above activities will help your office to become more flexible, more adaptable and more ready to embrace the rate of change we will face in the next decade!

**KAZ** is an international speaker, author, consultant and coach who focuses on working with people who want to **BE** more and organizations that want to **DO** more. For a free booklist, more articles or a copy of **KAZ's** speaking topics simply visit [www. CompetitiveBalance.com](http://www.CompetitiveBalance.com) and let us know how we can help you.