



## Change: It is good for you, really!

June 24th, 2013

"It is not the strongest of the species that survive, nor the most intelligent, but those most responsive to change." Charles Darwin

Whether the seasons, a breakdown in your supply chain or the departure of a key staff member – we have all been forced to adapt and change to satisfy our clients' needs.

[Andre Michalopoulos'](#) clients often misjudge the effects, of what they see as a simple change. We help them ask the 'questions' that can help them with the answers allowing smoother solution implementation and less problems.

A change specialist, Barbara [Trautlein](#), thinks that it is possible to lead successful and sustainable change – if it's led effectively. [CUT HERE]

Being big believers in 'leadership' we wanted to know more. Being a leader is not only about cheering or setting an example...it is also about understanding the other person's perspective. Here are some tips that Ms. [Trautlein](#) advocated and we adapted to get that done. To implement effective change, change your:

- Story – changing your story can co-opt some of resisters to change that are bound to crop up. By changing your story you can explain and incorporate them into the 'new.'
- Stance – instead of an "us" and "them", being on a different side of a triangle or a square. Instead round those corners and think about how a wheel is a more functional structure for moving forward.
- Seat – What you see depends on where you are sitting. We suggest that you get out of your corner office, away from the grill or the technical work station and out into the field with the people that are actually using your products and/or delivering the service. We advocate that you do this regularly – customers and staff will both appreciate it.
- Strategy – Resistance to change can really be a lack of understanding to the new goals. Perhaps your 'story' was not shared clearly enough and/or was not understood. Do not be shy to repeat it. Do

not be shy to use incentives to help get people on the right path. Do not be shy to roll up your sleeves and set an example. Strategy without tactics to implement is an 'oh, well' attitude.

- Style – The Golden Rule states: Do unto others as you would want them to do unto you. will Quoting Ms Trautlein and the platinum rule: Do unto others as THEY want to be done unto – 'nuff said

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Keep you Guerrilla Marketing in mind when establishing some of the stories, tactics, promotions and incentives to get you to your new destination. Keep to that clearly defined destination. Do not let the curves or detours to cause you stress....view them as fun, as part of the journey, as an adventure and ensure that your goal is big enough to outweigh the burden.

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From the desk of Andre M.

To your success!