

9 Prerequisites To Thriving In A Culture Of Change

By Kendall C. Wright, President of Entelechy Training and Development, Inc.

1	Recognize	The "Culture Of Change"	
		The challenge isn't that cultures are changing; the issue is that most organizations, by their very nature, are operating in a culture of change. The demands and expectations of the global marketplace require an endless quest for new and different products, services, and solutions. As trite, clichéd, and overworked as the phrase is, it is nonetheless true: Nothing is as constant as change.	
2	Realign	With Your Personal Core Values	
		You will never be comfortable with the proposed organizational changes if those changes are in conflict with your personal core values. Your values define you to the world and define the world for you. Incongruence between core values and the change initiative will inevitably lead to indecisiveness and ineffectiveness.	
3	Recalibrate	Your Definition Of Success	
		Because your roles may change and the manner in which you make your contribution may shrink or expand, you will have to be willing and able to flex your definition of success. What defined success 10 years ago may not even be an option in the world of today. Seen any typewriter, buggy whip, or rotary-dial telephone salespeople lately? Change, changes everything.	
4	Relinquish	The Past (Practices & Processes)	
		Here's a true warning sign that someone is really struggling with the new changes, "Why can't we just do things the way	

		we used to before all these changes?" Past practices and procedures can become obsolete and ineffective very quickly. Holding on to the old way, when you are expected to and evaluated on how well you execute the new way, is a guaranteed way to become obsolete yourself.
5	Reassess	Your Position (SWOT)
		As the environment and circumstances shift, you'll discover that what was once a strength can become a weakness - instantaneously. Changes bring with them opportunities. But if you haven't continued to assess and reassess your leverage in the new environment, you will soon be referred to in the past tense. Think strategically. Now is the time to construct, analysis, and update your personal SWOT matrix.
6	Recommit	To Pro-Activity
		Pro-Activity can be your proverbial "spoonful of sugar" when it comes to thriving in a culture of change. While in the short-term the change may appear to be bitter, in the long run it will get better. To expedite getting to the "better" part of change, YOU must choose to be pro-active. By now you've learned that change is inevitable. True. But learning through the change and learning from the change - are optional.
7	Retool	For The Change (New Skills)
		All Master Craftsmen live by a simple motto - "The right tool for the right job." That is also very sage advice for those aspiring to thrive in a culture of change. Because change means that things are going to be different, change also mean that you will have to retool your skill set. Sharpen your saw, recalibrate your laser level, or change the bit on your drill. The new situation will require some new tools. Remember what Maslow so astutely pointed out, "Every problem will appear to be a nail, if the only tool you have is a hammer."

8	Reinvest	In The New Environment
		Remember the level of enthusiasm, energy, and engagement you had when you felt you knew and understood the systems in which you worked? New systems, new environments, and new circumstances can erode your confidence. Changes require a reinvestment. You must make a decision, and a commitment, to give the new way all of your attention, dedication, and persistence. Bring, anew, your old levels professionalism, creativity, and ingenuity to your new state of affairs, and the new will begin to feel comfortable and familiar.
9	Repeat	As Necessary
		Your continued success in a culture of change will depend upon your ability to move through the prior 8 prerequisites smoothly and repeatedly. Thriving during change can become a habit with the adoption of the proper attitude and the execution of the proper strategy and tactics. A habit is the unconscious carrying out of a series of behaviors. Because we are either just coming out of a change, in the midst of a change, or on the verge of entering a change, we have ample opportunity to develop the habit of thriving in change. Repeat the process as necessary.

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