

Leadership in Changing Times



C-H-A-N-G-E

For many, just hearing the word causes sweaty palms, a queasy stomach or a spike in blood pressure. For others, it results in a blank stare or a shrug of the shoulders. You think we would be more comfortable with change by now, since we experience so much of it, but we're not. It's largely because change is unpredictable, produces uncertainty, and even threatens a loss of control, something most of us do not like. Change also creates a tremendous amount of pressure on executives to make the right decisions. The expectations that accompany change are both demanding and constantly changing.

Change is not unique to the present generation, but no one has experienced more rapid change.

Recent familiar game changers include: Facebook (2004), VoIP (2004), YouTube (2005), Twitter (2006), streaming Netflix (2007), Roku (2008), and the iPad (2010). Each has been around for less than a decade, and yet they are revolutionizing the way people view media and communicate with each other. Facebook was even given credit for helping pave the way for the revolution that swept Egypt in 2011.

Bob Dylan sang, "The times they are a-changin'", and indeed they are, but are you keeping pace with it?

What's at Stake

What's at stake in the race to keep up with change? Only your future and the future of your team and the company. If the way you're managing change doesn't keep you up some nights, it should. History is filled with examples of companies that have reacted decisively and ridden the

waves of change to expansion and greater profitability. But it's also littered with examples of companies that ignored customers' demands and the clouds of change swirling about them.

Your future and that of your team and your company are not guaranteed. They are dependent on how you adapt and react to change. It's not a question of whether things will change or how much they will change. The question is, how will you respond?

As far as business is concerned, the "me" generation is dead. It has been replaced by the "we" generation. Individuals and teams can no longer afford to think only about themselves. A corporation is a team effort with global implications.

What someone does in Boston, London, Toronto or Zurich doesn't stay there anymore. It has direct, and often immediate, implications for what happens in New York, Amsterdam, Paris, Hong Kong and everywhere else the company operates. Provincial, insular thinking is outdated.

Thinking globally is no longer a luxury; it's a requirement. Those who "get it" will thrive; those who do not may not survive.

Responding to Change

There are only three ways to respond to change. The choice you make not only affects you, it affects your entire team and the company.

Expectations about responding to change have changed dramatically. Not too many years ago, information was passed on by train, boat or telegraph. People had the luxury of thinking things through before responding. Today, smartphones, computers and cell phones stay on 24/7 and you're expected to respond immediately, often to events and happenings that have enormous implications. Don't fall for it; it's a trap. Hastily made decisions often turn out to be the wrong decisions.

Change is not going away. If anything, the pace will accelerate in the next decade. Fast-paced change is the new normal. Those who respond to it wisely will see themselves, their teams and their companies succeed where others fail.

True leaders are a by-product of change. They always emerge when the going gets toughest. The next several years are going to be tough. Only the fittest will survive. Successful companies

are looking for a few good leaders and when they do, they will reward them well. "Leadership in Changing Times" will help make sure you are among the rewarded.

Leadership in Changing Times is a one-hour program.

Leadership in Changing Times Takeaways

- Gain a realistic and workable perspective about change
- Know how to strategically respond to change
- Recognize the difference between controllable change and change that is not controllable
- Learn how to balance company objectives with individual goals
- Understand and unleash the awesome power of P.M.A.
- Know how to lead yourself through changing times
- Be reminded of how to think globally while acting locally

Communicate to Connect is a solutions-oriented provider of coaching and training for executives and staff in the financial industry. Steve Craver is the founder and President. Steve Williams is the Creative Director.



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