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Changeformational™: Why CHANGE Management is a Disaster to Business

Be Changeformational & WIN Every Time

It's a billion-dollar industry and at the top of everyone's mind and the tip of everyone's tongue — CHANGE. From change management, change initiatives, change innovation, managing change, implementing change, leading in change, being a change agent, agile change and change discipline, we have all been through change!

I'm not about to win the debate for a shift from change doctrine to transformation doctrine, so I'll coin a new term - Changeformational.

We have lived with change disciples and change programs, so why do few survive a change and go on to thrive?

Simple... change is always a game of catch-up. Those who set the pace for others to change up to and into are the transformational winners.

The mindset of the future that one must embrace today is that of being Changeformational!

Recognizing the reality of both domains and leveraging beyond where everyone else lives.

The 24-months of COVID (2020-2022), a period I have coined as the Great Global Reboot, has allowed for an equal playing field for everyone who chose to step-up into massive opportunities. For those who were willing and able to revisit every established "normal" Strategy/Structure/System, Operations/Process/Activities, Procedure/Behavior/Tactics/Actions, and business SOP of 2019, leveraged forward massive wins of 2020, 2021, 2022, and beyond.

The ability to morph from the established and predictable CHANGE DNA KPIs to that of abundance and opportunity creation of transformational DNA KPIs, will be the difference between surviving and thriving in the market space of tomorrow.

Consider the DNA characteristics of change and the DNA characteristics of transformation within your own business and within yourself? Where are you and your organization? When you can morph from change mindset to transformational mindset and be able to maintain the best of both — you are a Changeformationalist.

Here are just some of the traits of each:



CHANGE <i>Follower</i>	TRANSFORMATIONAL <i>Leader</i>
Following Others	Leading Others
Reactive	Proactive
Best Practice Mindset	Better-Practice Mindset
Benchmark off of Others	Sets the Benchmark for Others
Finite Mindset	Infinite/Abundance Mindset
Change Management	Transformational Strategist
Transactional	Relational
Process Driven	Strategic Focus
Present/Past Tense Focus	Future Tense Focused Opportunities
Subjective Focus	Outcome Focus
Rear-View-Mirror Energy	Windshield-View Energy
Catching-up KPIs	Setting the Pathway KPIs
Responsive	Disruptive
Applier	Innovator
Looking for a piece of the pie	Reinventing and enlarging the pie
Merging with Others	Collaborating & Leading with Others
Selling Out	Buying Others
Managing Your Teams	Leveraging Your Human Capital
How to be LEAN Mindset	Pushing LEAN to New Levels
Resource Management	Resource Re-application
Settling into the Rules	Visionary
Hostage to Supply-Chain	Owns Supply-Chain
Responds to Disruptions	Creates & Anticipates Disruptions
Anxiety	Anticipation
Live by Rules	Write/Re-write the Rules
Live by Change Agents	Engage Trusted Advisors

The Great Global reboot (aka COVID) shined a spotlight on the businesses that thrived during this time (and beyond), helping us realize these organizations were actually engaged in TRANSFORMATIONAL strategies, thinking, and execution. Similar businesses that engaged in CHANGE, found themselves as merely surviving and/or dying in this same time period. Today, major think-tanks, leading organizational change agents, and consulting firms are busy publishing what one must be doing to survive or thrive... follow others' best practices. These are the same old change ideas and they are no longer sufficient.

Seriously, if two years into the Global Reboot an organization or individual is just now collapsing down ideas or best practices for others, WOW, could you be any less relevant and prove that CHANGE Management is far too engrained in our collective performance psyche!

I'm reminded of a classic Changeformationalist mindset example by the leading global business consultant, Dr. Alan Weiss. Throughout COVID, American auto makers were unable to build new cars due to the global microchip shortage and had to slow down or outright shut down production as a result. Elon Musk doubled down as a transformationalist and showed his team and the industry how to win.

How?

When his engineers indicated they too needed new microchips for their car manufacturing production lines and could not secure them, Musk directed them to instead rewrite the codes for the

new cars so as to use the old or existing microchips (of which they had a surplus). No longer would they be held hostage by supply chain issues. Instead, Tesla won with more cars produced and sold during COVID than ever before – and in California for this time, Tesla was the #2 automotive manufacturer!

When we evaluate business wins, draws, and losses of the past 100 years, those that win have transformational DNA KPIs. While those on the DRAW and LOSE side, compete within the change DNA KPI arena.

The global and American business frontier is littered with historical examples of Changeformational icons. From Woolworths to Ben Franklin's Five and Dime, from Montgomery Ward and Sears to K-Mart and JCPenney, each disrupted an existing market and supply chain only to become complacent exhausted by change measures to stay relevant and finally became extinct. These businesses should be in Amazon's position right now. They had the inventory, the suppliers, product data in a computer system, massive customer contact list/data/analytics, and the brand. Unfortunately, they chose to play in the market of change living a slow death to their natural end state. They forgot the DNA of transformation that made them.

So, ask yourself, "Who are you? Are you in the pack or do you create the pack? Are you in the market or establishing the rules of the market? Are you the disrupter and innovator or dreading the interruption, disruption, and innovation from other brands that your team is positioned to respond to?"

Elevate the mental DNA of those around you, those you lead, those you hire, and those you want to play the game of life, and ask each to evaluate everything you/they do? Assess and ask others (as well as yourself regularly) about that which you design, manufacture, distribute, facilitate, do, etc. and see how it can be Changeformationally elevated to new levels?

A simple Rule of Four to get your Changeformational juices flowing, anything you do, offer, or participate in, ask:

1. How can it be BETTER?
2. How can it be FASTER or more EFFICIENT?
3. How can it be DIFFERENT to serve the next evolution of the market?
4. How can it be more COST EFFECTIVE and that does not mean cheaper?

Stop trying to change and begin to transform. Elevate and accelerate beyond all others as a Changeformationalist!

Dr. Jeffrey Magee works with Business Owners and C-Suite Leaders to significantly increase their organizational effectiveness through progressive innovative Human Capital talent development initiatives, coaching and senior level Advisory work!

This leads to higher levels of resiliency, inclusion, sustainable profitability, market dominance and better-in-class-practice Strategies, Processes and Procedures!

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