

# MAGEE

## Change Matters

### The ABCs of Managing Change for Performance Impact

The constant in today's work place and personal lives is the reality that change happens and change matters. The ability to acknowledge, understand, embrace, and actively participate in change matters is essential to performance execution success for individuals and organizations in both challenging times and in times of success.

First, the basic rule of psychology reveals that individuals and groups will change a behavior, action or opinion for one of only two core reasons. Absent either one of these two basic rules human nature is to resist change and remain complacent. So to avoid challenge, conflicts, confrontation or worse yet find yourself in a world that has passed you by and all but made you obsolete, consider:

**Pain Factor** = If you illustrate to others that by not adapting or adopting to the new change approach (idea, policy, program, person, campaign, law, rule, regulation, way of life, etc.) their life style will decline, get worse, become pained, they will have a loss, injury, or death people will acknowledge and embrace the new or change item. The conversation will not be about resistance at this point, yet it may be about a need for further understanding or education so as to know how to embrace and actively participate in the new change.

**Pleasure Factor** = If you illustrate to others that by adapting or adopting to the new change approach (idea, policy, program, person, campaign, law, rule, regulation, way of life, etc.) their life style will improve, get better, become easier, they will have a gain or positive experience people will acknowledge and embrace the new or change item. The conversation will not be about resistance at

this point, yet it may be about a need for further understanding or education so as to know how to embrace and actively participate in the new change.

Second, for change to matter and any change processes to accelerate people and groups must intellectually evolve through three need states. Regulate how you communicate, what you communicate, and to whom. You communicate sequentially to ensure everyone works through the process chronologically and that you gain non-confrontational feedback to that which you have accomplished if you want change to matter and people to focus on what matters.

**Awareness and Acknowledgement** = First, make sure everyone involved in the change process are made aware of why this change is even being discussed and why it is a reality to be addressed. Only when your brain is made aware of a need, challenge, problem, opportunity, etc., will it embrace doing something about it. If this critical step is not addresses then resistance and denial will be the reality within your head and from others mouths.

**Interaction and Understanding** = Second, make sure you and those to be involved in any change process have the skill and knowledge set to address what comes before them, and the desire and attitude to want to assume a participatory role. Ensure all of the vested parties are equally involved and held accountable for the change process to achieve implementation success, which may include a conversation around resources, finances, human capital, and time constraints to ensure change matters for the good.

**Commitment** = Third, people will only engage and participate when they see that the change really does matter and that by embracing the change life will be better and that pain may in the long run be eliminated or avoided. Recognize and reward participants appropriately if you want change to become a reality factor in your World where by people do not resistant but accept it.

So why do so many people resist change and refuse to recognize that change does matter? It runs the gamut of excuses and reasons. From a large percentage of individuals that have actually learned how to play the system and game to avoid change labor participation yet reap the benefits of change to complacency and a lack of or no sense of urgency among constituents today.

What people want that calms the hostility or denial factor of being barriers to performance execution is that they want to be understood, respected, and involved. The reasons most challenge or fight change is an internal psychological need for:

**Acknowledgement** = Hostile change challengers a lot of times seek to be recognized for where they mentally are at the time of a change matter, and their fear or lack

---

## Jeff Magee

Jeff Magee (Ph.D., PDM, CSP, CMC) is the "Thought Leader's Leader," the publisher of **Performance 360 Magazine**, editor of Performance Execution and Performance Driven Selling Blogs, a former nationally syndicated Radio Talk Show Host. He is a published author of many books including *Performance Execution*,

*The Managerial-Leadership Bible*, and *THE LINE: Your Trajectory Code*. Jeff is also a columnist and motivational-leadership speaker. Jeff is the recipient of the USJC TOYA Award and is one of the most impactful, sought after Keynote Speakers in the World today!



of feeling of being recognized has lead them to learning from past behaviors that the route to acknowledgement is to be hostile. So the faster you empathetically acknowledge them, creates the opportunity to now engage them and invite them to participate in the change process.

**Ownership** = Once you and others step to the acceptance plate of the change matter as that of being the new reality, the faster others will come around to your thinking and positions. What causes further denial and resistance is when no one assumes ownership yet points fingers at everyone else to do things!

**Action** = Change happens when someone starts by taking action. Any action!

To fast track change in a world that may be to some moving too fast, consider these three models for performance execution (implementation) success and blend them into the new ABC (A+B=C) Model for

Change Matters and what I refer to as the Trajectory Code. Consider:

**A** = ACTIVATING event for which there will always be one, it is the never ending starting point.

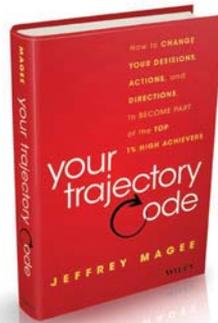
**B** = Your BEHAVIOR that is associated or blended into the Activating Events that if unchecked, unguided, unsupported can guide one into a state of complacent behaviors, that breeds habits, that breed ones' personal

operational styles, that feeds one's emotional belief that they are at peak performance and doing everything right.

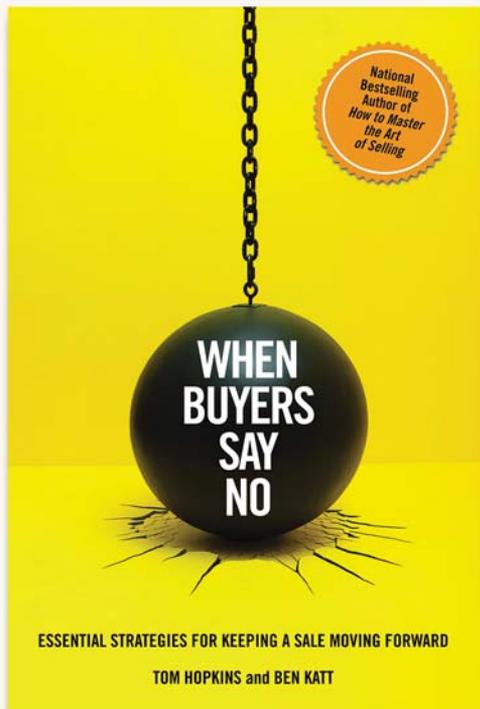
**C** = CALIBRATED desired outcome, goals, objectives, success based off of measurable KPIs ...

Whether your reality is the blending of organizations once separate together to survive and thrive in the future, or the blending of your once solo abilities with another for combined synergy and success here are three paths to greatness to be considered.

So change matters and the ABCs of managing change for the performance execution and success impact one needs today, can be attained if by applying these three models and only by first focusing on what behaviors you can initiate as an overlay to your organizations or your individual actions as you engage others!



## In selling, “no” doesn’t always mean “no.”



However, what you do and say next *after* hearing a buyer say “no” makes all the difference in the level of success you achieve.

*"I got more out of reading your first chapter than I've gotten out of 99.99% of all the sales books I've read."*

Geoffrey James, award-winning columnist and author of *Business Without the Bullsh\*t*

[www.tomhopkins.com](http://www.tomhopkins.com)

*We beat Amazon prices for our books.*