

From: Dick Stieglitz <dick@dragonsofchange.com>
Subject: **The Change Challenge Newsletter June 2008**
Date: June 2, 2008 5:02:05 AM EDT
To: ericart@neo.rr.com
Reply-To: dick@dragonsofchange.com

Dick Stieglitz Newsletter

Newsletter

June 2008

THE CHANGE CHALLENGE

A Newsletter About Change

Dear (Contact First Name),

Welcome to *The Change Challenge*, a newsletter about change. The feature article in this edition addresses the Presidential campaign where both parties claim a unique ability to change the country - Can they? There also are articles about making change work, results through relationships, and personal change. After you've read the Newsletter, if you'd like to discuss a subject further, provide your opinions on [The Change Blog](#).

Dick



Dick Stieglitz Ph.D
Business Consultant, Author & Motivational Speaker

Change Topics

[Making Change Work](#)

[Results Through Relationships](#)

[On The Personal Side](#)

[Featured Article](#)

[Making Change Work](#)

FEATURED ARTICLE

POLITICAL DRAGONS

It isn't official yet since Senator Hilary Clinton hasn't withdrawn, but the 2008 Presidential race will be between Senators John McCain and Barack Obama. Change continues to be the core theme of the campaign. However, the word itself is becoming hackneyed, so look for increasing usage of the word transformation. For me, the two words are synonyms. Transformation may sound more exotic and fundamental, but it's just as challenging as change.

The economy has replaced Iraq as the #1 issue, with health care, immigration and education close behind. As always, the issues are complex and intertwined. The solution for any one of them can't be developed in isolation from solutions for the others. If Congress does nothing (the easiest thing to do) for the next two years, tax cuts will expire, the alternative minimum tax (AMT) will continue, and the death tax will return. That will provide revenue for new programs, but what will it do to the economy? Beside its unpopularity and questionable purpose, the Iraq war costs billions every month. Everyone agrees that everybody should have health care coverage, but how do we pay for it? And immigration is really an issue about jobs. There isn't a right

SURPRISES

My wife and I live in a community where homes are worth, on average, over one million dollars. During the planning process, the developer was surprised and angry when the county changed zoning laws to require one low-income house in the community for each other house that was built. By taming the dragons of change with an attitude of abundance, the developer offered to build all-brick, four bedroom homes as low income housing by subsidizing construction through sales of the upscale homes. In return, the county reduced the ratio of low income homes required in the development.

Interest among low income families in the homes was so high that a lottery was required to select the buyers. One in twenty won the lottery and bought a house for about seventy thousand dollars in the 1980s. The sale included a restriction that the house couldn't be sold on the open market for twenty years. The twenty-year moratorium expired last year, and those homes now sell for about five hundred thousand dollars. They're not low income people any more!

We are often upset about surprises, or ignore them as random events. Actually, surprises are early signs of change. I worked for a manager who had a unique way to deal with business surprises. During staff meetings, he asked each of us to report a situation where our client surprised us. Not what was good or bad, but what was unexpected. Then he helped us find new opportunity in the surprises. The twenty-first century is the most surprising period in history. Nothing is immune to change. Next time you are surprised by what is happening around you, consider it an opportunity to discover new possibilities, an opportunity to make change work for you and your organization.

Results Through Relationships

ENOUGH RESOURCES

When I meet a government executive for the first time, I say: "*Your agency has enough resources to accomplish everything it needs to do.*" I pause as they look at me incredulously and think: "*That's absurd. Dick doesn't understand.*" I continue with: "*But not working like it works today.*" I cite one example where three large divisions in one agency spent millions to implement supply chain systems. When they found their approaches were incompatible, they spent millions more to integrate them. Your biggest breakthrough won't come from a new technology or reorganization. It will be produced by a fundamental change in your relationships, a shift in your willingness to collaborate with others.

When we collaborate, we combine resources and ideas in new ways to solve vexing challenges. Collaboration requires us to synthesize instead of analyze, to build relationships where none existed before, and to create solutions by integrating what no one else thought to combine. In a world filled with choices and ideas, the ability to collaborate is an essential skill. The value of relationship-savvy leaders has always been high, but three new factors intensify the need for enlightened managers.

- First, decades of rampant change has widened the gap between industry leaders and trailers. Some organizations haven't kept up with new methods and technologies. They find themselves behind their competitors, and don't know

or wrong on the issues, only a difference in priorities. To make lasting change, all sides of an issue must be recognized and accommodated in the solution.

That's where the dragons of change enter. Stubbornly taking a position on an issue without recognizing other possibilities is a dragon (a fixed response to change) in the nomenclature of my books. The ferocious conservative and liberal dragons in Congress and the Executive Branch block real change. But which candidate will be best able to tame the dragons of change? In the last newsletter, I said in my experience Presidents Johnson and Reagan were the most effective change leaders. The traits those two Presidents share were clarity in thinking, consistency in relationship building, and perseverance in executing an integrated program of changes. So the question in the 2008 election is: Does Senator McCain or Senator Obama have the clarity, consistency and perseverance required to tame the dragons of change in the Federal government?

In the next newsletter, I will present a "Change Quotient (CQ)" that quantitatively evaluates each candidate's ability to achieve change in terms of clarity, consistency and perseverance. A candidate's ability to make change will be separated from the specific changes he proposes. Of course, the ideal is a candidate who has a high CQ and proposes changes that you support. On the other hand, a candidate who has a high CQ but proposes changes you don't support is frightening. In the articles I will address only the candidates' CQ relative to each major issue, since this newsletter is not intended to take a political position. That being said, it's likely you'll be able to discern my political leanings despite my best efforts to submerge them. In any case, we'll evaluate the candidates' CQ relative to changing the economy in the next newsletter.

how to catch up. Collaboration is the answer.

- Second, economic realities add urgency to the need to change. Labor costs have leveled out, but the cost of health care and benefits continues to rise. Economic pressures force organizations to collaborate in ways that were unthinkable just a few short years ago.

- Third, collaboration technologies have reshaped how and with whom we work. Businesses and governments have always collaborated. But the fantastic tools we have today to integrate ideas, connect globally, and share resources have lifted the art of collaboration to a new level.

Leaders often confuse collaboration with cooperation. Trust and mutual benefit are essential for both. But collaboration is more powerful because it can achieve multi-organizational breakthroughs, not just alleviate shared problems. Collaboration combines complementary resources and knowledge to harness the power of collective thinking. It requires you and your collaboration partners to tame the dragons of mistrust and independence. To achieve big breakthroughs, look for ways to fundamentally change how you collaborate with others.

On The Personal Side

PASSED OVER

In grade school I read every book I found about submarines and the Navy. My dream was to be an admiral, so I won a Navy ROTC scholarship and became a Naval officer. But after nine years service, I was passed over for promotion to Lieutenant Commander, the equivalent of Army Major. Nine of ten officers in my category were promoted. At thirty years of age, the Navy was telling me that I would never be an admiral. I was devastated. What would I do with my life?

I was promoted the following year, but my Naval career was over and I started looking for a job. Westinghouse rejected me at Oak Ridge National Lab, and an accident at Three Mile Island Nuclear Power Plant obliterated the civilian nuclear power industry. Desperate, I submitted a resume for any job that cited Navy or submarines. After three months my boss, a Navy Captain, recommended me to a company in Washington. In that job, I learned to manage government contracts and write proposals. Then I became Vice President of a computer company, and learned to manage a small business. Eight years out of the Navy, I started my own company to help government agencies change.

None of my success would've been possible if I had not been passed over for promotion by the Navy. Although, being passed over didn't feel like opportunity at the time. Opportunity often arrives in packages we don't like. For me, a life-changing opportunity was wrapped in the ugly rags of failure, and I almost didn't recognize it. Don't throw opportunity away just because it isn't what you want or expect. When it seems like the door to success has been rudely slammed in your face, a new opportunity is just beginning. Look for it!

Dick's Quick Links

[Dick Stieglitz Website](#)

[Dragons Of Change Website](#)

[Presentations/Workshops](#)

[The Change Blog](#)



LOWEST SALE PRICE

Order Dick's Book

**TAMING THE DRAGONS
OF
CHANGE**

"10 Tips For Achieving Happiness & Success When Everything Around You Is Changing"



[Join Our Mailing List!](#)

**Dick's Recent
Radio Appearances**

VOICE OF THE TRI-STATES
KOTH
AM 1370

NEWS
TALK **940**
WMAC

AM 1260 Classic **BIG**
Country

Friends & Colleagues,

Paraphrasing *The Serenity Prayer*, I wish you the strength to implement the changes you can make, the peace to accept the changes you can't achieve, and the wisdom to know the difference.

Sincerely,

Dick

P.S. If you enjoyed this newsletter and found it useful, forward it to a friend or colleague. If you didn't like it, please let me know why at Dick@DragonsOfChange.com.



[Forward email](#)

✉ [SafeUnsubscribe®](#)

This email was sent to ericart@neo.rr.com, by dick@dragonsofchange.com
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by

