

November 2008

Issue: 7



Welcome to the Dick Stieglitz Change Challenge Newsletter

Dear Dick,

Welcome to the November *Change Challenge*. With four days until Election Day, I've decided to vote against every Congressional incumbent (a 100% new Congress has to do better), but I'm undecided about my presidential vote. Thanks to his broadcast and electronic advertising blitz, I feel I know a good deal about Barack Obama's programs, but a lot less about what John McCain intends to do. That's the subject of this month's feature article titled: *The Billion Dollar Campaign*.

The newsletter also includes articles on *Making Change Work* and *Personal Change* taken from my new book, "Taming the Dragons of Change In Business - 10 Tips For Anticipating, Embracing and Using Change to Achieve Success" You can buy a pre-release copy on my website (see right). I hope you find this month's newsletter useful. As always your feedback is valued via email or *The Change Blog* at www.dickstieglitz.com.

Sincerely,

Dick

DICK STIEGLITZ Ph.D
Business Consultant, Author
& Motivational Speaker

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Featured Article

THE BILLION DOLLAR CAMPAIGN

Through September 30th, Barack Obama's campaign raised over \$600 million. When October's fund-raising and the Democratic National Committee's contribution are added, his 2008 campaign may exceed a billion dollars - triple the previous record. No wonder he declined public financing and its \$84 million cap! But the money was well invested, at least from the Democrat's viewpoint, since the polls say we will have a liberal as President for the next four years. The indicators I use point toward the same election result.

More than that, this appears to be a watershed election like President Reagan's election in 1980, but in reverse. Conservatism (my natural leaning) is on the way out and liberalism is in. Not because of any wonderful vision the liberals have offered, rather because conservatives are self-destructing. Historically, conservatives champion smaller government, fiscal responsibility, individual rights, and an economy free of government intervention. The Bush administration has done the opposite. Most Americans disapprove of his actions, but the fact that a conservative President took liberal actions indicates that conservatism probably isn't the best strategy in today's global economy. Based on his Senate voting record, Obama is the most liberal of all 100 senators - further left than John Kerry. A liberal direction for the country scares me, but I may have to "tame my dragons" and change.

These developments have caused a big shift in the Change Quotient which measures the candidates' ability to change Washington on a zero-to-one hundred scale. Not because of the debates - they were a draw. The shift has come from Obama's advertising blitz over the airwaves and electronic media. I haven't counted, but there seem to be three Obama ads for every McCain ad. A billion dollars will do that. Both of them produce the same number of attack ads which I just ignore. That leaves Obama with many more ads than McCain to market his economic, tax, energy, and health care plans. In addition, I receive two or three emails daily from Obama, but rarely any from McCain. Among other things, that tells me Obama is in tune with current communications media, a key factor in change.

According to the Change Quotient, with four days to go until the election Obama has opened a clear lead as the candidate most able to change Washington. The ratings for Obama and McCain are:

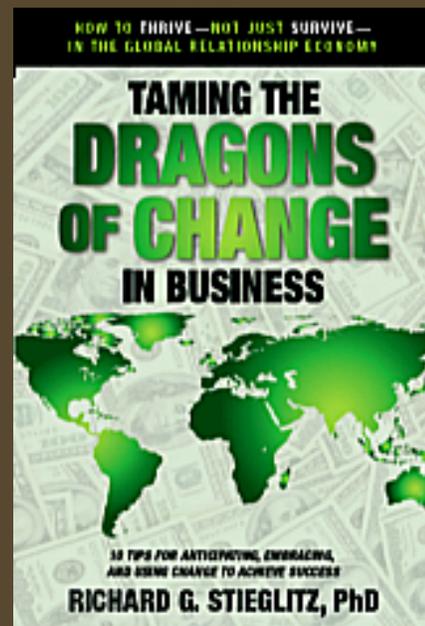
Change Quotient (CQ) Ratings

	Jul	Aug	Sep	Oct	Nov
Obama	75	76	78	72	81
McCain	73	72	76	73	73

That means if Obama is elected, he is more likely to be able to implement his liberal program than McCain would be to implement his conservative program. A CQ rating of 81 is significantly less than President Reagan's 91 or Johnson's 90, two presidents who accomplished major changes. Obama's scores went up in: (1) Consistent Ideas because of the clarity he has achieved in communicating his programs, (2) Forming Relationships especially with non-partisan thinkers like Paul Volcker and Colin Powell, and (3) Ability to Execute because of the effectiveness of his campaign. As a businessman, I admire the focus, efficiency, and results of his fund-raising machine, and hope that he will apply that expertise to manage the

-Just Released-

**Your World Has
Changed - And It
Will Change Again
Soon**



Global competition, new technologies, acquisitions, out-sourcings, and downsizings have produced a business environment of perpetual change. Today, business ideas travel at the speed of light. You can communicate with anyone, anywhere, at any time, on any subject. To stay on top, you must do more than react to change. You must anticipate, embrace, and use change to your advantage.

Executive Branch. That being said, the changes Obama proposes alarm me, and that's why I'll make my decision behind the curtain on Tuesday. I will definitely vote Tuesday - and you should too. If you'd like to register your viewpoints on these matters, log onto the blog at www.dickstieglitz.com.

Making Change Work WHAT WILL YOU STOP?

At a strategic planning retreat for a federal agency, I facilitated the executive team through the process of identifying shortfalls in current results and creating a plan to improve performance. The list of potential new initiatives was impressive. It contained nine great ideas that the team prioritized based on estimated cost, risk, and return-on-investment. But when the executives tried to allocate staff and budget, the process came to a screeching halt. There were no resources available for even the highest priority new initiative.

Anticipating that development, I asked the next logical question: "*What will you stop doing so you can begin the new initiatives?*" The executive team had agreed quickly on actions to improve results, but their inability to agree on a single program to end was the dragon that ultimately squashed the agency's plan to improve its performance. They compromised by agreeing to increase next year's budget request to include the new programs. Of course, next year's budget did not increase in real dollars so the performance improvement opportunities went largely unaddressed.

Ending old programs is just as important as starting new ones, and it is often more difficult. But new starts won't succeed unless you simultaneously stop doing something else. One way to balance the time-resources equation is to set up a ledger with columns for staff and budget. List your new starts, and the staff and budget each will require. Do the same for the programs you plan to stop. Since it is unlikely that you'll have more staff or budget next year, the amount you save from the programs you stop must at least equal the amount you need for the new starts or your results will be the same next year as this year.

Personal Change

RUPTURED

Workers installing new phone lines in my neighborhood ruptured a 30-inch water main that served 300 homes. It was a mess. No water, a muddy road, loud jack hammers, and cars parked a mile away because the neighborhood entrance was blocked. The neighbors who gathered around the gushing hole in the road had varied reactions. Some saw the event as humorous, and joked with the workers and each other. Others were fascinated by the equipment used to locate and replace the broken pipe. A few whined about having no water at home, and a group of angry neighbors considered suing the phone company.

We all suffered the same inconveniences and disruptions. How could we have such a broad spectrum of reactions? The answer is each of us could chose to be

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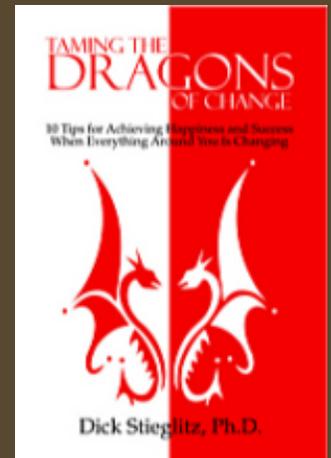
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**TAMING THE DRAGONS OF
CHANGE "10 Tips For
Achieving Happiness &
Success When Everything
Around You Is Changing"**

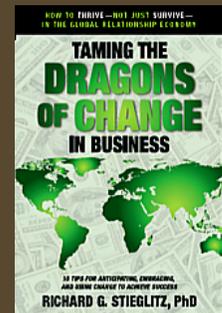
jovial, curious, complaining, or angry about the broken pipe, and we made different choices. None of our reactions helped fix the pipe, but the reaction we chose determined our happiness (or unhappiness) for the two days it took to complete the repair.

Today's economic upheaval is like that ruptured pipe, except it will probably take two years instead of two days to fix. Is it possible to be happy about the changes? Probably not, but the concept of happiness requires that we simultaneously understand situations that cause us to feel unhappy. That understanding will help you regain happiness when you're unhappy. Just embrace the worry, disappointment, fear, anger, frustration, depression, and other emotions that make you unhappy. If you are unhappy about a change, embrace the feeling, get whatever benefit there may be in the unhappiness, and switch to happy. Get over it!

The alternative is to feel bad while the economy is recovering, and hope that somehow feeling bad will bring joy and peace into your life. Some people make that choice frequently, and are consistently unhappy as time after time they resist the dragons of disappointment, fear, frustration, anger, and even depression. Fighting those dragons must help them feel better. If you don't enjoy being unhappy, choose to be happy today no matter what changes seem to get in the way of your picture of happiness.

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BOOKS
NOW AND SAVE !
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Colleagues & Friends:

Please vote in the election on Tuesday, November 4th - our country's leaders need to hear the voice of its people more than ever before. I hope you found the articles in this newsletter to be interesting and helpful in implementing the changes you want in your organization and your life. If you have found this newsletter useful, send it to a friend. If you didn't like it, please tell me why at dick@dragonsofchange.com

Sincerely,
Dick

www.DickStieglitz.com