

## Dick Stieglitz Newsletter

### THE CHANGE CHALLENGE .....A Newsletter About Change

October 2008

Issue: 6



#### Welcome to the Dick Stieglitz Change Challenge Newsletter

Dear Dick,

Welcome to the October Change Challenge Newsletter. Several readers have asked where the newsletter stories come from. Most of them are taken from my two books about change. For example, this month's Results Through Relationships article is from my new book, "Taming the Dragons of Change In Business - How to Thrive, Not Just Survive in Global Relationship Economy", while the Personal Change article comes from my first book about personal change. Of course, the featured articles on the Presidential campaign (this month it's titled Recovery First, Then Change) are developed based on current events, and sometimes are updated the night before the newsletter is released. As always your feedback is valued via email or The Change Blog at [www.dickstieglitz.com](http://www.dickstieglitz.com). May all your changes be ones that you can use.

Sincerely,

Dick



DICK STIEGLITZ Ph.D

Business Consultant, Author

& Motivational Speaker

In This Issue

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## Featured Article

### RECOVERY FIRST, THEN CHANGE

The world has changed dramatically in the past month, and the events alter the course of the election. Several financial institutions that were icons on Wall Street are gone, and others are threatened by the failure of the bailout bill to pass in the House. In the face of an economic upheaval, a questionable war, an unpopular president, and record low Congressional approval ratings, Obama and McCain both claim to be change gurus. But the next president's first challenge will be more about recovery than change.

In the current financial crisis, both candidates seem unwilling (or unable?) to lead the country toward a robust response. In typical Congressional fashion, McCain has called for an investigation and creation of a new Federal agency to avoid future meltdowns. Obama, on the other hand, is content to blame the whole mess on the Bush administration. He continues to attack McCain and the Republicans while promising to sprinkle fairy dust that will unify everyone after the election.

So how do these developments affect the ability of the candidates to change Washington and the direction of the country? In terms of the Change Quotient that rates candidates from zero to 100 relative to their ability to accomplish change, Obama dropped 6 points and McCain dropped 3 points. For the first time, McCain leads, but only by one point. At this point, the ratings for Obama and McCain are:

#### Change Quotient Ratings

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

The grotesquely biased ad campaigns by Obama and McCain have been effective: they have reduced the credibility of both candidates. They both lost points for failing to acknowledge the merits of alternative viewpoints, although Obama seems the more recalcitrant of the two. Unfortunately, they both appear to be dazed by the recent economic events and neither has offered a solid plan for recovery let alone change.

The change we really need is a change in our voting criteria. For example, a recent poll showed a Congressional approval rating under 20%, but an approval rating for home-state representatives and senators generally over 70%. How can that be? How can individual members of Congress be rated highly, while collectively they are despised? The answer is each representative and senator is effective at supporting his or her home state but ineffective at solving our country's major challenges (e.g., economy, infrastructure, energy policy, health care, and immigration). Our voting criteria need to change to which candidate will do the most good for the country, rather than the most good for their state and their party.

Maybe the debates will turn things around, even though the first debate was inconclusive. I hope so because we will need change after the recovery is completed. If you would like to register your viewpoints on these questions, log onto the blog at [www.dickstieglitz.com](http://www.dickstieglitz.com).

## -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

## Results Through Relationships

### BROWNFIELDS

An unfortunate byproduct of off-shoring U.S. manufacturing jobs has been thousands of abandoned industrial sites in or near cities. Most of the 'brownfields' could be brought back to life if the uncertainties and liabilities of environmental contamination could be eliminated. Without such assurances, developers prefer to build in undeveloped areas, even though that choice makes it hard to hire and retain employees who live near cities.

With urging from city mayors in the 1990s, the Environmental Protection Agency (EPA) responded to the crisis with the innovative Brownfields Economic Redevelopment Program. That EPA program gave grants to cities to survey brownfield sites so developers would know the cleanup and pollution challenges they faced in redeveloping inner-city properties. Furthermore, EPA provided legal protection to developers from law suits related to contamination from prior uses of the sites.

The brownfields program reinvented relationships among the EPA, cities, and developers. Previously, EPA had been the enforcer, but with urging from mayors EPA became a partner. The program has been used on over twenty thousand brownfield sites and cleaned up thousands of them. It has enabled several billion dollars of private investment in inner-city redevelopment, and created tens of thousands of inner-city jobs. Those extraordinary results were produced when EPA looked at an old problem in a new way, changed old relationships, and made concessions that seemed radical at the time.

The government's current top challenges (e.g., stimulating the economy, protecting the environment, and eliminating terrorism) will require more rather than less government. But those challenges require a different kind of governance: different relationships among federal, state and local governments; between the government and industry; and between the government and citizens. Government must change the way it views these challenges and take three actions:

- Terminate programs that aren't working to provide resources for new programs
- Expand and unify programs that are producing measurable results, and
- Push marginal programs into either the first or second category.

The essential ingredient in improving performance is improving relationships. Let's create new ones!

change to your  
advantage.

**THAT'S WHAT THIS  
BOOK IS ALL ABOUT!**

**ORDER NOW!**



**DICK'S QUICKLINKS**

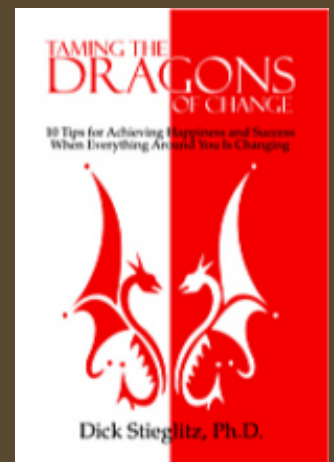
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**ORDER DICK'S BOOK**  
Lowest Sale Price



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

## Personal Change

### PLUG INTO THE FLOW

I joined my wife in New Orleans for a managers' meeting of the women's fashion company for which she worked. During a motivational lecture to the husbands who had accompanied their wives, the owner of the company described himself as a person who "plugged into the flow." He explained that meant his objective was to flow as much of the profit from clothing sales through to our wives as he could. He believed that was the most effective way to attract top-notch people to his company, to stimulate growth, and to expand his personal wealth.

He added that some people act as reservoirs. They attempt to accumulate as much as they can. In doing so, they disrupt the flow and impede everyone's success, including their own. To illustrate the disastrous effects of being a reservoir, he cited the recession that followed the September 11th terrorist attacks. The Universe (all of us acting together) surrendered to the dragon of fear, and decided that we would conserve resources and stop spending. In effect we became reservoirs that stored, instead of flowed economic resources. The result was a recession. What would have happened, on the other hand, if we had decided to spend our savings instead? We're in a similar situation today. The scarcity dragon leads us to think that we might be left broke or unemployed. However, if all of us plug into the flow, the likely result will be an economic boom that flows vast resources to the Universe (all of us)!

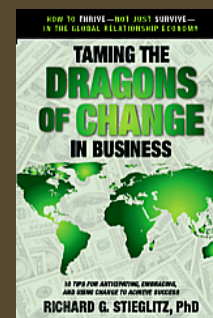
Several times every day you have a choice to plug into the flow, to be a reservoir that disrupts the flow, or to separate yourself from the flow. In addition to the economic flow we just discussed, there is also a love flow, an e-flow of connectedness on the Internet, and the flow of change. Are you plugged into them? Plugging into the flow of changes around you will carry you to the goals you want to achieve.

Changing"



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**ORDER BOTH BOOKS  
NOW AND SAVE !  
\$34.95**



Friends & Colleagues,

**Just 35 days until Election Day on Tuesday, November 4th - have you made plans to vote? I hope you found this month's articles to be interesting and helpful in implementing the changes you want to make in your organization and your life. If you enjoyed this newsletter and found it useful, send it to a friend. If you didn't like it, please tell me why via return email.**

Sincerely,  
Dick

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

