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

February 2009

Issue: 10



DICK STIEGLITZ, PhD
Business Consultant, Author
& Motivational Speaker

Welcome to the Change Challenge Newsletter

Dear Eric,

Many people call these bad times. They expect President Obama to deliver change quickly, and they want the changes to restore the old economy. The gigantic stimulus package to be passed by Congress later this month will usher in huge changes. But things will never again be like they were. As with every major economic upheaval, some businesses will adapt quickly and effectively while others will wither and die.

Personally, I've never seen opportunities as plentiful as they are today. Positioning your organization and yourself to take advantage of today's abundant opportunities is what this issue of the Change Challenge is all about, starting with the feature article "Anticipating Change." This newsletter also contains a Results-Through-Relationships article titled "Compromise Doesn't Work" and a Leading-Change article titled "The Best Chili" which highlights the importance of execution in exploiting 2009's extraordinary growth opportunities.

As always your feedback and suggestions about the newsletter are appreciated via return email or *The Change Blog* at www.dickstieglitz.com.

Sincerely,
Dick

Feature Article

ANTICIPATING CHANGE

Some people feel that change just happens, and there's little they can do except react. If you're in that group, I hope this article changes your thinking. Social scientists forecast there

In This Issue

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**Want to take
advantage
of today's new
opportunities?
This book will help**

will be as much change in the next five years as there has been in the last ten - a Moore's Law for change. That's scary because in the last ten years the telcom bubble, the dot-com bubble, the housing bubble, and the credit bubble have all inflated and burst. To stay on top, you must do a lot more than react. To thrive (not just survive) you need to anticipate, embrace, and use change to your advantage.

It's common for a new president to take office in bad economic times. Bush-2 faced the 2001 recession in his first year. Clinton assumed command as the nation was recovering from the 1990-91 recession. And Reagan began a 12-year Republican run during the deep recession of 1980-82. Today's crisis gives President Obama a mandate for change, and his stimulus package has ignited an economic frenzy. Forget balanced budgets. Obama promises trillion dollar annual deficits for several years. Since the largest changes will happen in the first two years of his administration, now is the time for you to mobilize to exploit the new opportunities.

The stimulus package will create immediate jobs for ditch diggers to rebuild highways and bridges, and drywallers and electricians to improve the energy efficiency of buildings and homes. Struggling industries such as homebuilding, banking, and autos hope the package will resurrect their sales. And the far-reaching IT and R&D provisions of the package will move America toward improved health care, energy independence, and hopefully a positive balance-of-trade. For example, the nuclear industry may receive help not only to construct new power plants, but also to produce components and systems that can be exported to countries with growing energy needs. That's a lot of opportunities!

To executives who were not in leadership positions during previous economic downturns, today's crisis may seem like a disaster rather than an opportunity. In the years since the last recession, they have been able to produce growth and profits without breaking a sweat. As a result, they haven't been pushed to make fundamental changes. But downturns like this test executives' ability (or lack thereof) to lead their organization through change, rather than merely react to change. It's an honor for me to help CEOs and their management teams reshape their company's future in such rapidly changing times.

Today is a whole new ball game for business. Laissez-faire government has been replaced by intrusive government. President Reagan told us that government was a problem, not a solution. But times are radically different now. Wall Street, the auto industry, state governments facing rising Medicare costs and declining revenues, and homeowners with underwater mortgages are lining-up for hand outs from the Federal government. Businesses that were able in the past to ignore the Federal government can't anymore. No matter what your business, align your strategy with what the Federal government is planning to stimulate.

Many companies hope to survive the economic crisis by closing offices, laying-off employees, and reducing investments and benefits. I'm advising clients to head in a different direction. Americans are screaming for change, and great change always produces great opportunity. Citizens complain about shifts in the job market, traffic jams, high energy costs, lack of health care, endangered water and food supplies, and rising crime. Each of those complaints represents a whole set of business opportunities. And with government priming the economic pump, they will begin gushing revenue and profits for businesses in many industries. Are you anticipating, embracing and using such changes to expand your success? To voice your view on these matters, log onto the change blog at www.dickstieglitz.com.

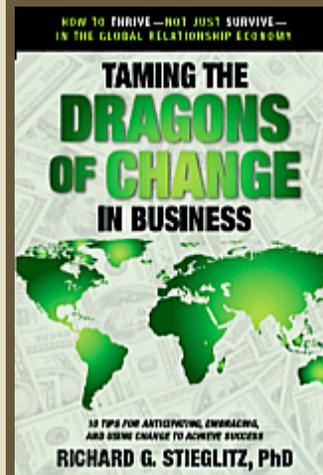
Results Through Relationships COMPROMISE DOESN'T WORK

About a year ago, Congress passed and former President Bush signed into law an economic stimulus package intended to prevent recession. You would think the Democratic and Republican parties would be proud of their joint achievement and share credit for a crucial legislative action. But instead, Democrats repudiated the package because it had insufficient benefits for the unemployed and elderly, while Republicans disavowed the package because it didn't make Bush's tax cuts permanent. The stimulus package was a compromise, and compromises don't work! Both parties feel like they made significant concessions and want to recover their losses in future transactions. That's why Congress fights the same partisan battles over and over and over again, and very little gets accomplished except in dire emergencies.

Which is best: your way or mine? We could argue about it for days, weeks, months, even years without producing anything of value. What if there was a third alternative that is better than your way or my way? But we'll never find such a third alternative until we stop arguing and search for an approach that integrates the best of your ideas, the best of mine, and new ideas we'll discover when we start working together.

Are resources and opportunities abundant? Those who say YES cooperate to resolve issues, but those who say NO behave differently. With an attitude of abundance, you willingly share resources and opportunities with me, and I willingly share them with you. We both understand *your success is my success, and that if you fail I fail too*. On the other hand, the scarcity dragon says: *"There isn't enough for everyone, so I'd better get mine before you get yours."* We compete rather than help each other, and viable solutions pass by unnoticed. An attitude of abundance believes that a third alternative exists and is committed to find it. Not my way. Not your way. But a better way, a more effective solution than either of us could create alone. Not a compromise, but an exciting approach that we both embrace whole-heartedly. Hopefully the 111th Congress has learned from the first stimulus package, and will find the third alternative in the new stimulus package they are debating.

you!



Global competition, new technologies, acquisitions, out-sourcings, and downsizings have produced a business world of perpetual change. Today, 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.

THAT'S WHAT THIS BOOK IS ALL ABOUT!

ORDER NOW!



QUICKLINKS

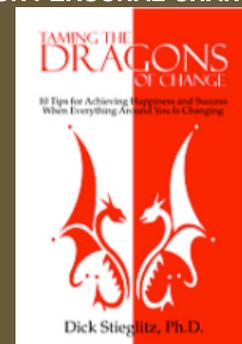
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ON PERSONAL CHANGE



**Leading Change
THE BEST CHILI**

In a chili-cooking contest, ten competing cooks were given the same ingredients: beef, tomatoes, jalapenos, green peppers, cayenne, chili powder, onions, salt, pepper, etc. They were asked to prepare their best chili using the ingredients any way they chose. One chili was judged as the unanimous winner. But how could one chili be so obviously better when the cooks had the same ingredients? It wasn't a recipe that won. It was execution. In our projects and careers, we all have access to the pretty much the same ingredients (e.g., relationships, information, and resources), but results vary widely. Execution is the difference. How effectively are you using the ingredients you have?

Today's globally connected economy has a tough standard for execution. The performance of organizations and individuals is measured against benchmarks set by industry leaders around the globe. Your operations and markets may be local, but information about your successes and failures travels rapidly to remote locations. The Internet tells potential customers, competitors, employers, and employees about the products, services, and benefits that are available anywhere in the world, and at what price. The availability of such information has created enormous global opportunities.

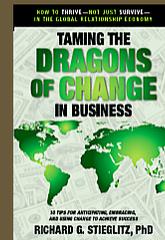
Assuming that your organization has a fairly sound strategy, the difference between winning and losing isn't strategy - it's your ability to execute. If your competitors execute better than you do, they'll beat you every time. And vice-versa. Execution is the stealth dragon in the business world today. It's not discussed very often, but the lack of effective execution is the biggest single cause of mediocre results which are blamed on something else. So don't blame your bad-tasting chili (your disappointing results) on a struggling economy or a strategy that hasn't reached its potential yet. Instead, find ways for you and your team to improve your execution.

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



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NOW AND SAVE!**



Colleagues & Friends:

If your organization is wrestling with the challenges of change, and original insights are needed to create and execute a new strategy, send me an email and we'll schedule a time to discuss the possibilities. If you enjoyed this newsletter, forward it to a friend. If you didn't, please tell me why at dick@dragonsofchange.com.

Until Next Month,

Dick

www.DickStieglitz.com

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