

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

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Issue: 11



Welcome to the Change Challenge Newsletter

The pace of change continues to accelerate! The ink barely dried on the \$787B stimulus before the \$3.6T FY2010 budget landed in Congress. Some see deficit spending as a silver bullet for the economic crisis, while others warn that it will fail catastrophically. But everyone agrees, for better or worse, our country's direction has changed. The stimulus and budget are a paradigm shift in social spending that hasn't been seen since Johnson's Great Society programs. Small federal agencies like HUD, Education, and Transportation are slated for budget increases on top of the stimulus programs they are struggling to implement.

The stimulus bill is like a Sunday morning smorgasbord - there's something for everyone. If you don't know how it changes your future, you haven't looked very hard or you're stuck in old ways of thinking. The feature article this month, "**A Whole New World**," suggests we are in a rare period of accelerated change that occurs only a few times in our lives, and guides you toward anticipating opportunities. This month's e-letter also contains a Leading-Change article titled "**The Fuzzy Future**" and an On-the-Personal-Side article titled "**Fish Food**" that will help you escape the trap of thinking the future will be pretty much like today.

As always, your feedback and suggestions about this e-letter are appreciated via return email or The Change Blog at www.dickstieglitz.com.

DICK STIEGLITZ, PhD
Business Consultant, Author
& Motivational Speaker

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**Need help with the
fuzzy future? Read**

Sincerely,
Dick

Feature Article A WHOLE NEW WORLD

During my lifetime, several frightening events have accelerated the pace of change, threatened the world's economic stability, and ushered in an entirely new way of thinking. The launch of Sputnik (1957), fall of the Berlin Wall (1989), and 9/11 (2001) are examples. After those events, the world changed so fast and so broadly that the new reality could not be accommodated within previous paradigms. Business strategies and practices that once were taken as gospel didn't work any longer.

Today's collapsing financial system and free-falling stock and real estate prices are another shocking event that pushes us into a period of revolutionary change. When the recovery runs its course, we'll find ourselves in a world that is strikingly different from the one we knew just a short time ago. Changes that were in progress before the upheaval (e.g., globalization, economic emergence of second and third world countries, and rapid technological advances) will be accelerated. To stay on top through such revolutionary change, you can't just react. To succeed you must anticipate change, embrace the implications of change, and use change to your advantage. Waiting for the "old world" to return is not a viable strategy because it isn't coming back!

The recovery that will carry us into the new world will be based on fundamental shifts in prevailing economic and sociological beliefs. The new beliefs include:

- Allowing government to dictate the practices and priorities in major industries,
- Accepting responsibility to preserve the planet on which we depend for life itself,
- Rejecting war as a national policy and the expensive weapons that support it,
- Understanding that our future economic success depends on global success,
- Going deeply in debt to create new technologies and modernize infrastructure,
- Learning to live in an environment where credit is more difficult to obtain,
- Finding a new retirement model for the once affluent baby boomer generation,
- Creating a tax structure where 30% of the people pay for everything.

Further political shifts, technological breakthroughs, and natural disasters may retard or intensify these beliefs, but their spread is irreversible. They will form the underpinnings of a whole new business world.

The \$787B dollar economic stimulus bill signed by President Obama in February indicates how these beliefs will influence the recovery. The bill is a buffet of opportunities for any business that offers products or services related to energy efficiency, energy production, education, health care, information technology, cyber-security, infrastructure construction, government contracting, bio-tech, research & development, nano-tech, and industries that support them. Money is rushing out the door in the form of Federal contracts, grants, tax incentives, and block transfers to state governments. Businesses that could ignore Federal policies in the past, can't anymore. No matter what business you are in, you must align your strategy with what the Federal government is planning to support. Today, change is a runaway freight train -- your choices are to get on board, or get run over.

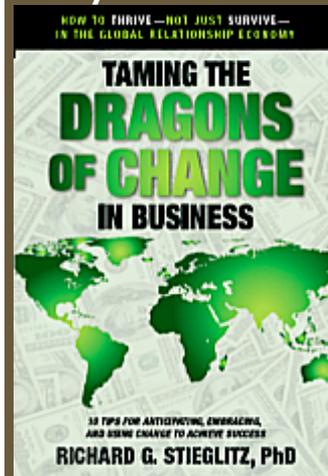
The \$64,000 question is: What changes should executives expect, and what actions should they take? Too many executives are trying to survive today's crisis by reducing staff, curtailing investments, closing offices, and cutting benefits. Such actions are rooted in a belief that old ways of doing business will return when the economy recovers. That belief is the path to oblivion in times of rampant change. Great change produces great opportunity, but only for those who anticipate, embrace, and use change to expand their success. To voice your views on these matters, log onto the change blog at www.dickstieglitz.com.

Leading Change THE FUZZY FUTURE

In 1982, I bought my first home computer, a Commodore-64, to play games like Q*Bert and Donkey Kong with my family. When I used that 64,000-byte computer for spreadsheets or word processing, frustration lead me conclude that computers would never be anything but toys. Ten million C-64s were sold. Virtually all of them are in landfills today, their tiny memories replaced by megabyte computers linked to the Internet. I didn't grasp the significance of what Gordon Moore, who gave us Moore's Law in 1965, was saying when he predicted that computing power would double every two years.

Today, our mental picture of future possibilities is fuzzy as well. It's comfortable to believe that the future will be just an incremental improvement over what we have now. But if you let it, that belief will cause you to miss possibilities that are just over the horizon and be unprepared for the future. To maximize your chance for success in a rapidly changing world, stretch your imagination to visualize the future. But how can you know which new ideas will take off and which will fizzle out?

my new book!



Global competition, new technologies, acquisitions, out-sourcings, and downsizings have produced a 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. You must anticipate, embrace, and use change to your advantage.

THAT'S WHAT THIS BOOK IS ALL ABOUT!

ORDER NOW!



QUICKLINKS

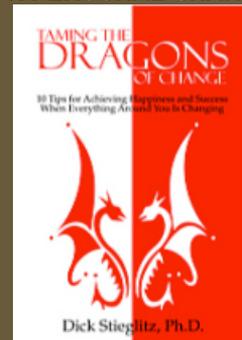
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ORDER DICK'S BOOK ON PERSONAL CHANGE



The short answer is you can't. But creative minds understand that ideas are like newborn babies. They are immature and vulnerable, and their future is uncertain. But a creative mind doesn't ignore fledgling ideas as useless or risky. Instead it asks three questions:

- How can this embryonic idea be an opportunity for the future?
- What would it take to transform it into something that works?
- How can I benefit from my answers to the first two questions?

Even though most new ideas will die, consistently search for ways to convert ideas into new services and products. Since it's just as hard and risky to transform a new idea into a small success as it is to make it into a major breakthrough, don't aim for incremental improvement. Instead, aim to create a new way of doing things or an entirely new line-of-business. To succeed in a world of change, think big!

On The Personal Side

FISH FOOD

During a vacation in St. Thomas, my wife paid \$2.95 for a four ounce bag of fish food for our snorkelling trip. She looked into the bag and exclaimed: "*This is dog food!*" The man behind the water sports counter smiled and said: "*It's only dog food when you feed it to dogs. It's fish food when fish eat it.*" Similarly, the way you and I think about change is shaped by our beliefs and past experiences. Wherever they came from, our beliefs rather than reality are the filter through which we see the changes that are happening around us. That filter provokes emotional dragons to resist change or it tames the dragons and enables us to use change to expand our success.

If the world didn't change, we wouldn't need to change. But it is changing rapidly. Taming our dragons begins by changing the way we think about people and events. We each were born a perfect diamond, a clear crystal with no judgements, expectations, habits, or fears. What lead us to think we excel at some things, and are weak at others? When did we become reluctant to share feelings and fears, even with close business associates and family? Why are we afraid to fail, so afraid that sometimes we are unwilling to try something new? Who taught us to judge events and people as good or bad?

Such thoughts are just beliefs about how the world is. Some work well, and others cause problems. But as Albert Einstein said, our problems cannot be solved with the same beliefs, the same thinking, that created them in the first place. Changing our thoughts and beliefs doesn't change the world. Rather it changes our perception of the world, which is almost the same thing. The easiest way to change someone or something is to change the way you see them. The new perspective always creates new possibilities. For example, I hope you're looking at today's crisis as an opportunity rather than a threat.

Friends & Colleagues,

Don't feel alone. Most organizations are wrestling with the challenges of change today. If a different way of looking at the changes occurring in your organization would help, send me an email to schedule a time to discuss new possibilities. If you enjoyed this newsletter, forward it to a friend. If you didn't, tell me why at dick@dragonsofchange.com.

Until Next Month,
Dick

www.DickStieglitz.com

TAMING THE DRAGONS OF CHANGE

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



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NOW AND SAVE!

