



CONQUERING
TOMORROW

keynote follow-up



*"All of us are, essentially,
nothing more than an
accumulation of the infinite
changes that inexorably
shape us into the people we
are continually becoming."*



MAIN REASONS WE RESIST CHANGE

WE ARE AFRAID WE WILL
LOSE SOMETHING OF VALUE

WE ARE AFRAID WE WON'T
BE ABLE TO ADAPT TO NEW
CIRCUMSTANCE

WE DON'T HAVE ENOUGH
INFORMATION

WE DON'T TRUST THE PEOPLE
IMPLEMENTING THE CHANGE

Simply knowing why we're resistant can help us know how to move forward:

If we're afraid of losing something of value, *what other things of value might we gain as a result of this change?*

If we're afraid we won't be able to adapt to new circumstances, *what do we need to do or get in order to be better prepared?*

If we don't have the information we need, *where can we find that information?*

If we don't trust the people implementing the change, *who can we trust to help us through this transition?*






All four reasons for resisting change can be summarized in a single sentence:

We resist change because we don't know what's going to happen.

But that's also true of the changes we don't resist. That's true of the changes we ask for. We never know for certain if we'll be able to replace the things we're losing with better things, we never know for certain if we'll be able to adapt to new situations. Every change of every kind requires some amount of faith that things are going to work out, that we'll be able to do whatever needs doing. And the best way to do that is to occasionally look back at the countless changes we have already successfully incorporated into our lives.

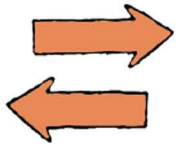


A photograph of a man in a suit speaking on a stage in front of a large audience seated at tables. The stage is lit with blue and purple lights. A large screen behind the speaker displays a portrait and text.

"Anytime we realize that the path we're on is not going to help us achieve our goals, we have a decision to make. Do we want to change our path? Or do we want to change our goals? Because one of them is going to change, and we get to decide which one."

Our brain has an incredible ability to find new forms of beauty and purpose when old ones go away or stop working, to find new paths to follow and new goals to pursue."





Strategies for Successful Change Management

Understand why you are concerned about a potential change. Knowing your reasons for resistance are essential in order to know how best to proceed.

Write down a list of the possible positive and negative consequences of a potential change. Does the change seem to be more positive than negative? Is your “worst-case scenario” something you can handle? Thinking forward about the ramifications of a particular change is a great way to prepare for it - and occasionally to embrace it.

Reflect on past changes that you have already successfully dealt with. Did those changes bring you something of value? Were you better able to adapt to those situations than you thought you'd be able to? Seeing the positive in past changes is a great way to find the positive in future ones.

Break large changes into smaller, more manageable changes. It's easy to be overwhelmed by 18 different things that need to be done; so if possible, deal with one element of a large change at a time.

“The ironic thing about change is that we're actually so good at dealing with it that we continuously forget that we've done it.”



**Want to learn more about change management?
Want to enjoy the process? Subscribe to [Jeff's
newsletter](#) to get more information about this and
all kinds of professional development issues.
Serious Solutions. Seriously Funny.**

JeffHavens.com



JeffHavens.com