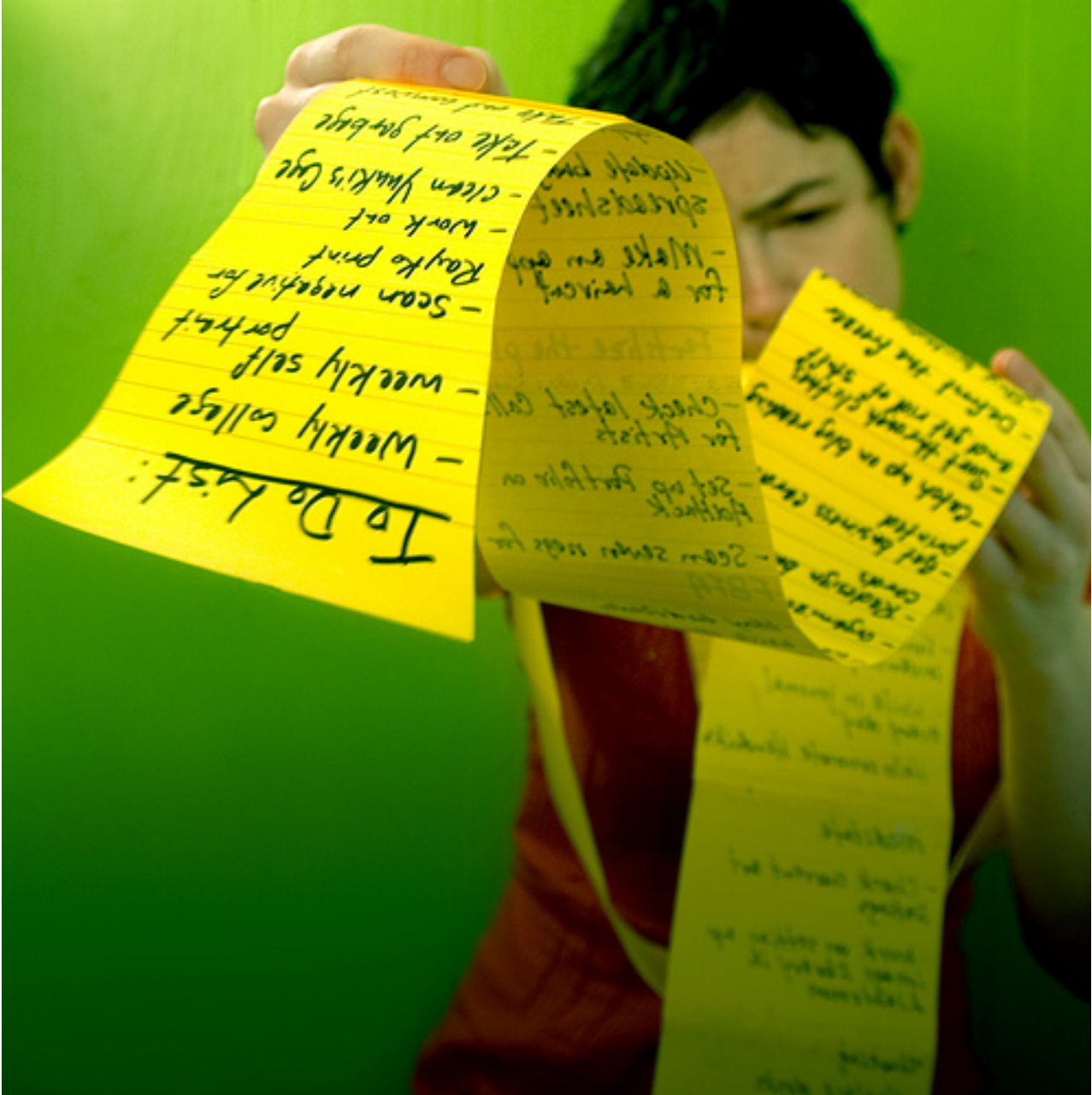


You Want Change?

Here's How to Make Change Stick!

spring **BOARD**
BUSINESS COACHING



To Do List:

- Weekly college
- weekly self portrait
- Scan negative for Rayko print
- work out
- clean Yankin's eye
- take out garbage

- get business cards printed
- catch up on blog reading
- send through slides
- confirm the format
- scan some more for Rayko
- set up folders on laptop
- check laptop for updates
- make an edit for a review
- make an edit
- abstract print
- change print

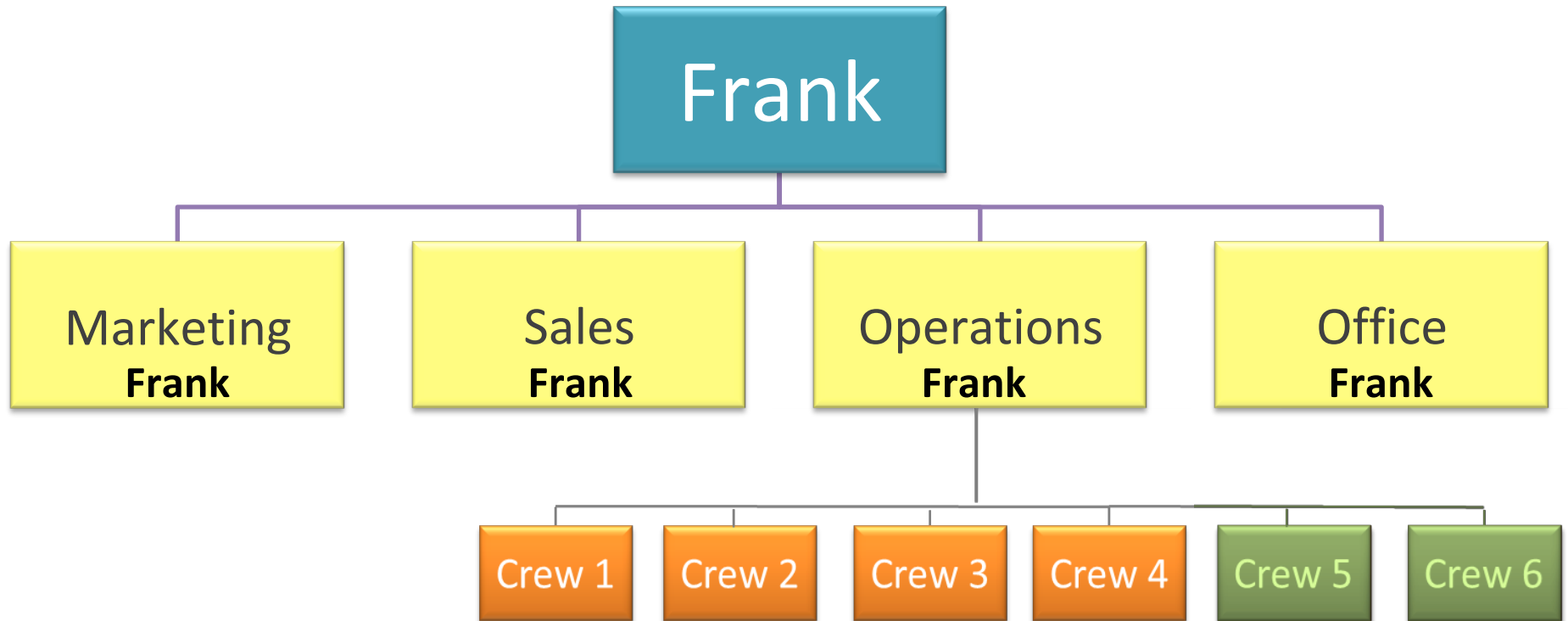




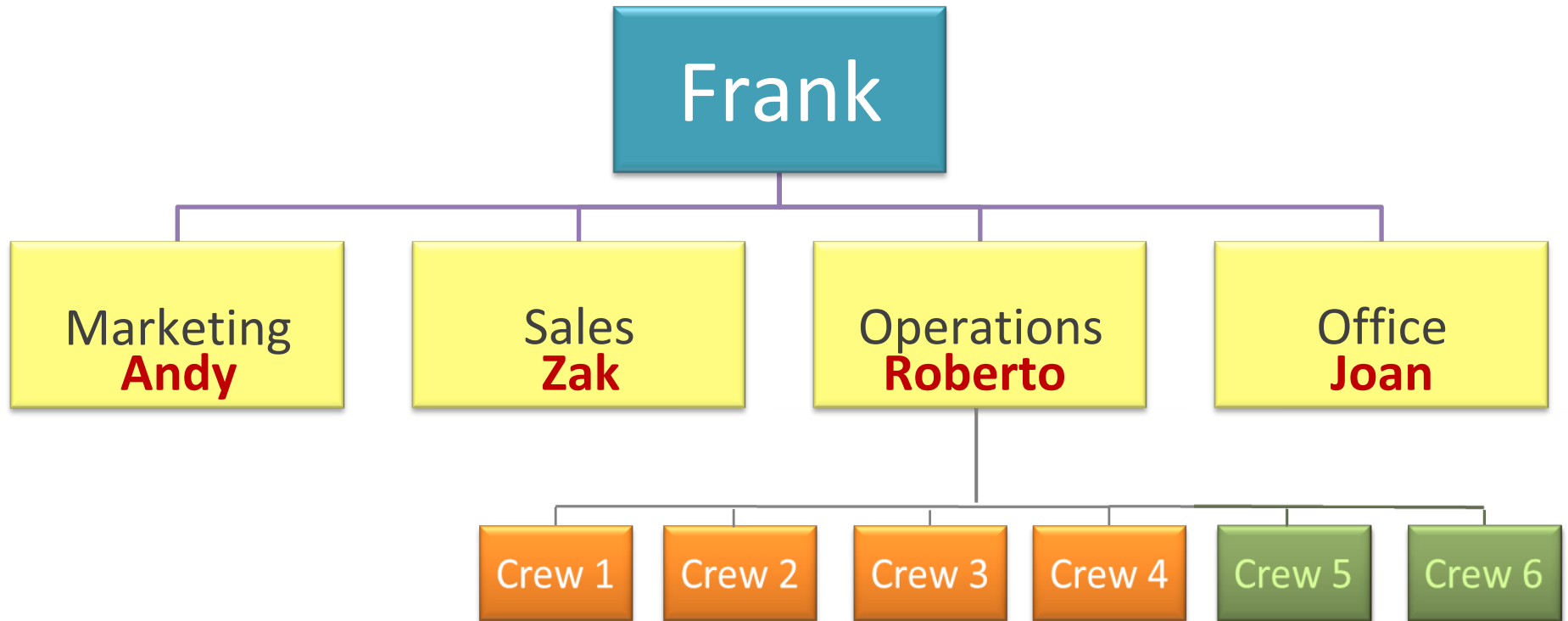
When you were smaller your success depended on your ability to do everything



Success above \$1M depends on you running your business through your team



Success above \$1M depends on you running your business through your team





Why?



What?

2 Reasons Why Change Efforts Fail



1.

We underestimate
the effort required
to make
change stick





2.

We don't
adequately take
resistance
to change
into account



Let's face it, change feels threatening...



“Flavor of the month management”
may have trained them to resist



The success of your change efforts
can be summed up in this change
formula...

**Power
of your
Change
Efforts** - **Resistance** = **Change**



**Resistan
ce**

**Change
Efforts**



Resistance

Increase the Power of Your Change Efforts





0.1 mi



Canal St

S Lumber St

S Halsted St

S Jefferson St

S Canal St

S Princeton Ave

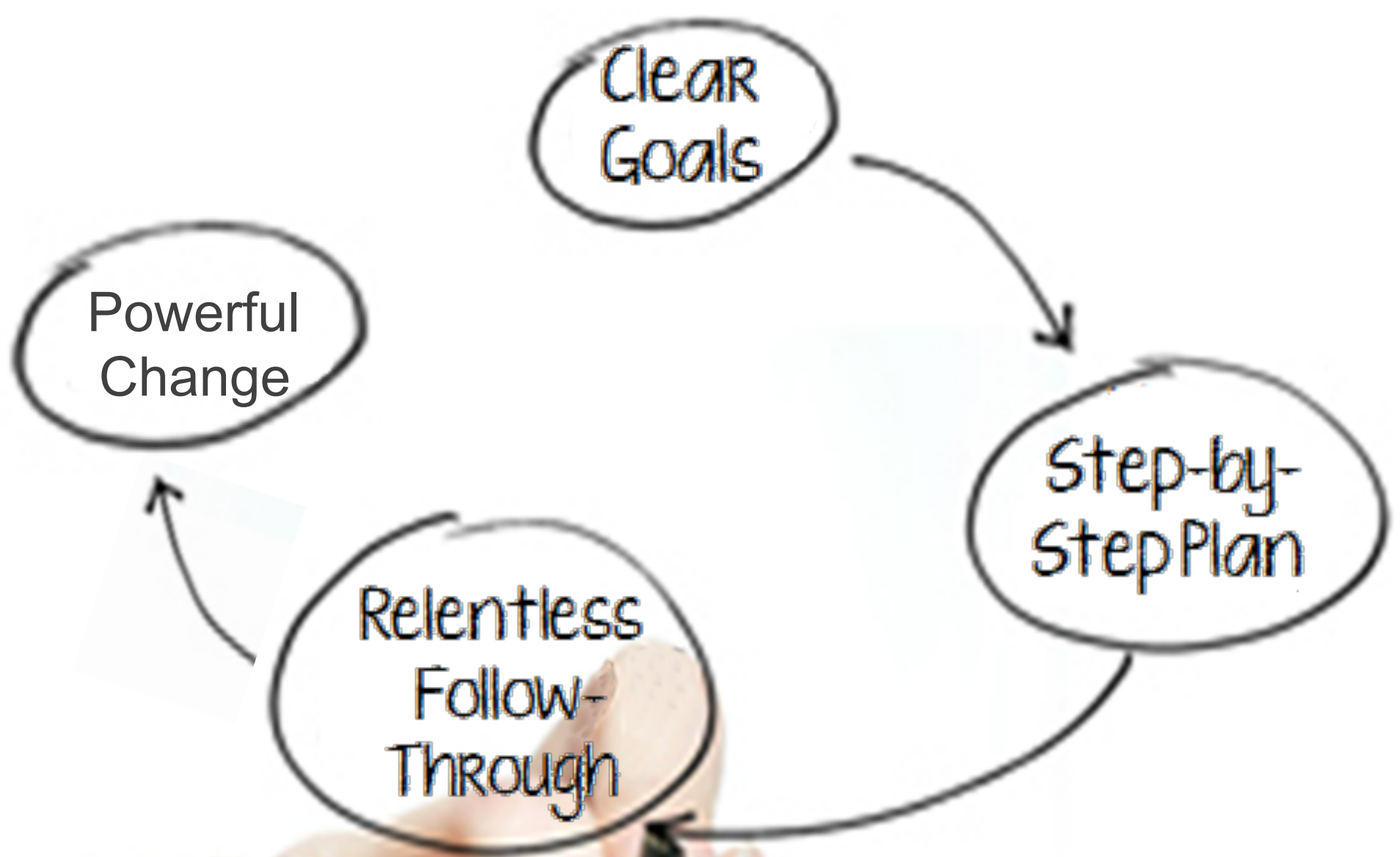


Arrival
3:28 PM

Speed
20 mph

LIMIT
30

GARMIN



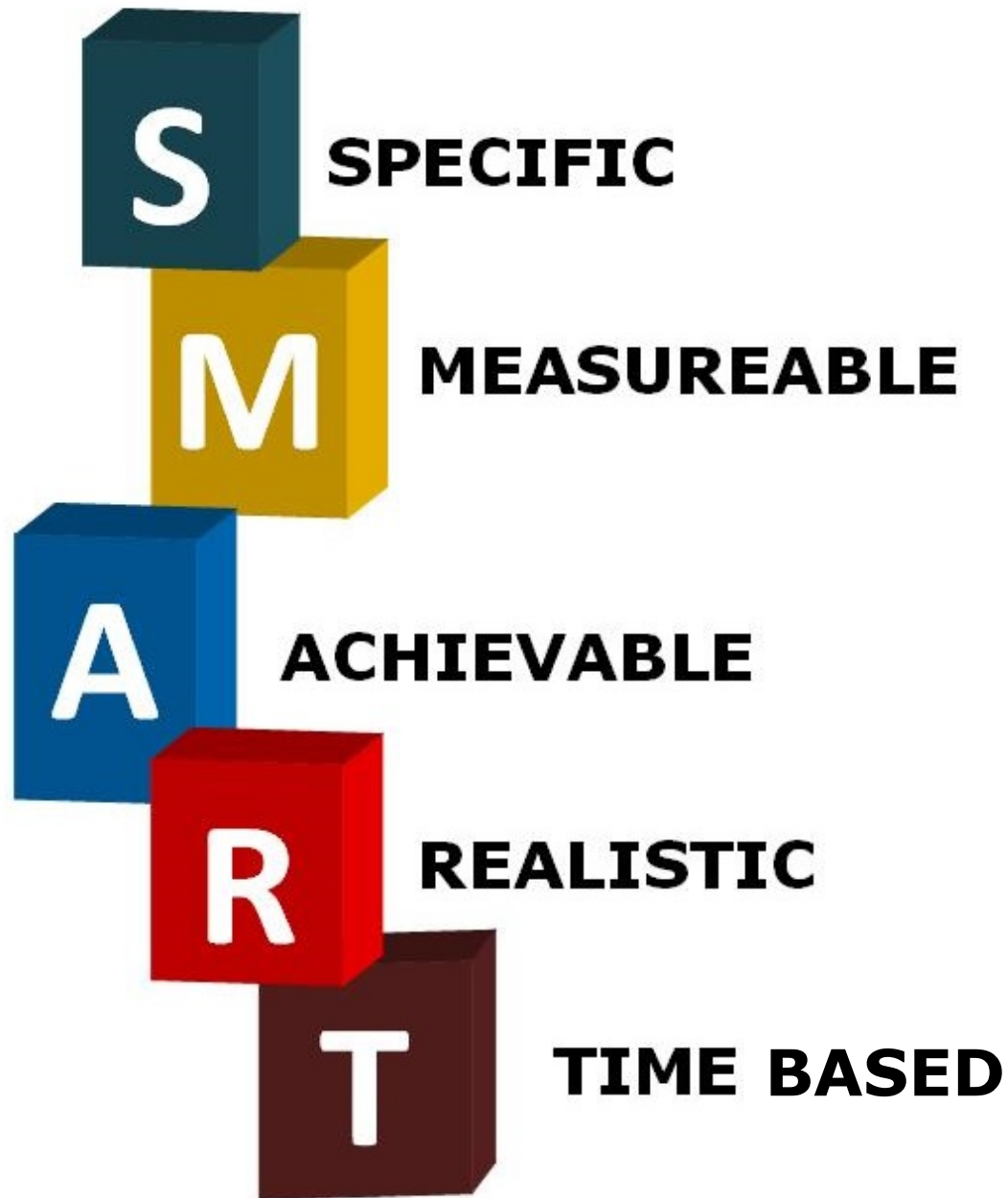


This year I want
you all to work hard
on improving our
profitability!

1. Set clear goals



Use smart goals





What should
I say?



“I want increase
net profit
from 6% to 10%
by year end 2019”

2. Create a step-by-step action plan that links actions to results

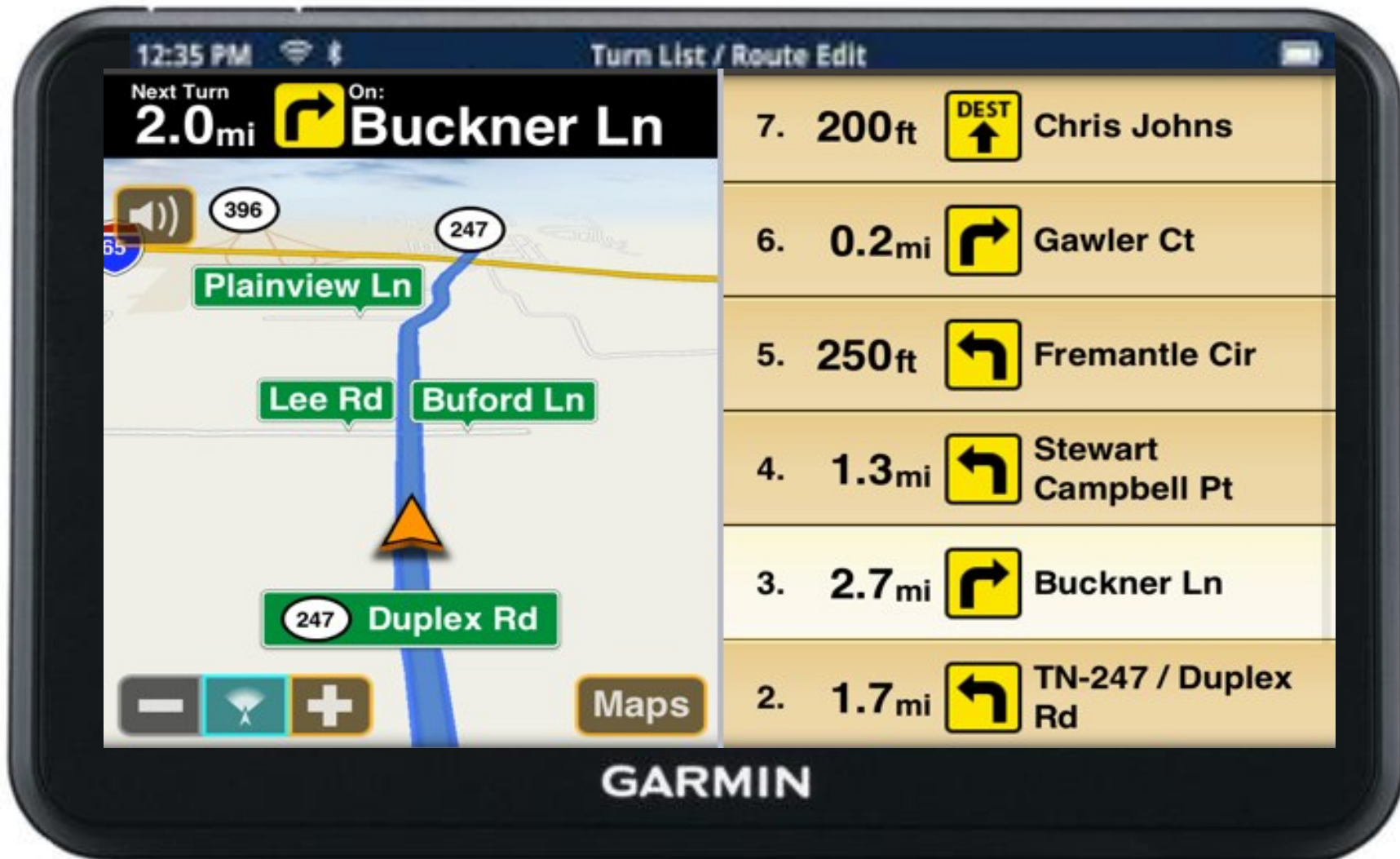
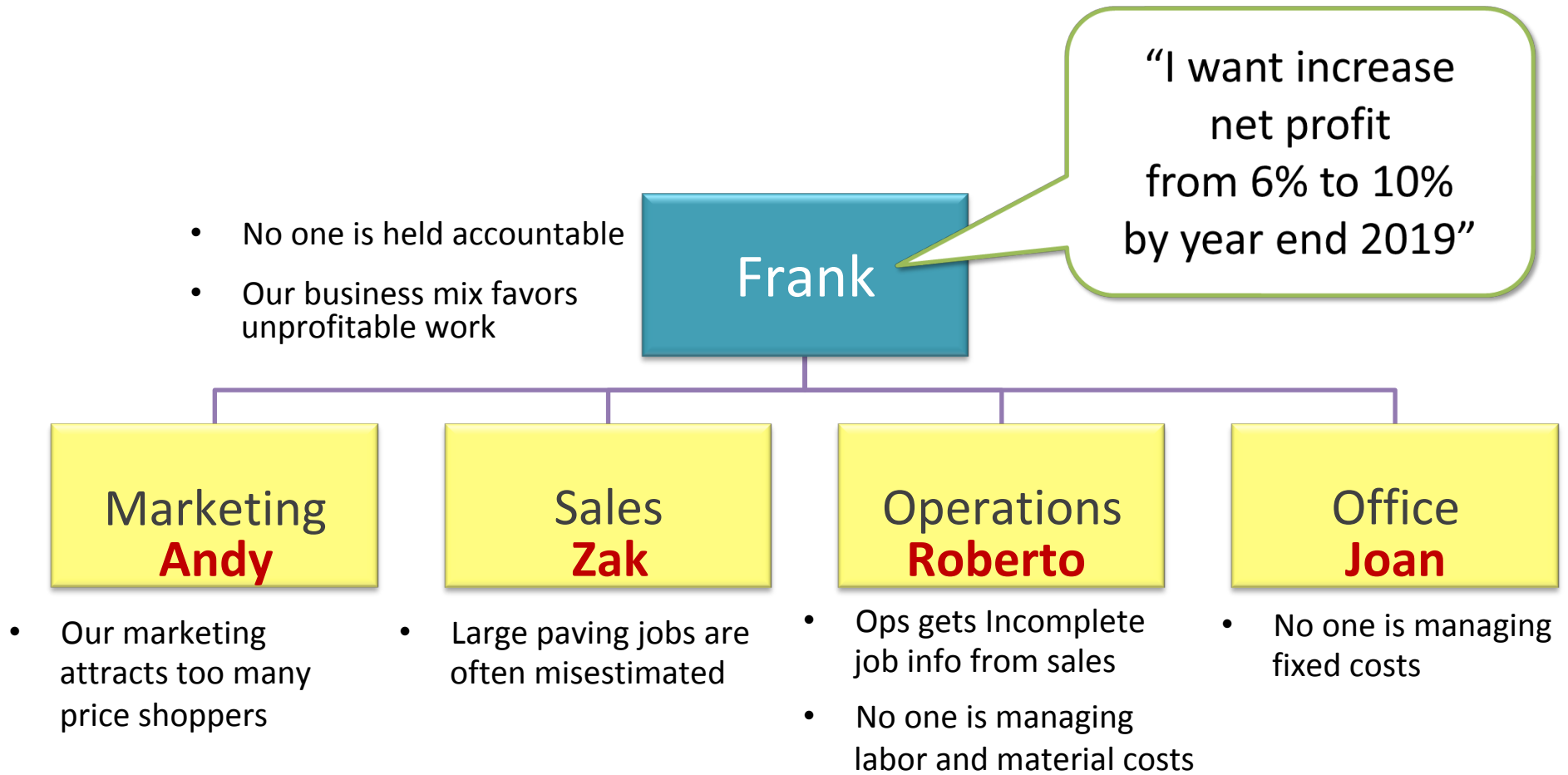


Figure out why net profit has been low



Define the tasks needed to reach the goal

- Implement monthly goals, & weekly accountability meetings
- Implement CRM to track results
- Reduce work with GC's

Frank

"I want increase net profit from 6% to 10% by year end 2019"

Marketing
Andy

Stop discounting and using Home Advisor to reduce price shoppers

Sales
Zak

- Retrain on estimating large paving jobs
- Change commission from sales to profit

Operations
Roberto

Train Roberto how to manage Gross Profit
Goal = 2% Increase

Office
Joan

Have Joan evaluate fixed costs quarterly.
Goal = 2% decrease

Institute weekly handoff meeting with Sales and Ops

3. Follow through relentlessly!



Recalculating...

You play a critical role in making sure that the new changes take hold in your business.



Track progress and adjust when you're off track



What gets measured, gets done!

It also helps to assign an owner
to drive the change



The job isn't done
until you achieve the results you
want!

MISSION:
ACCOMPLISHED

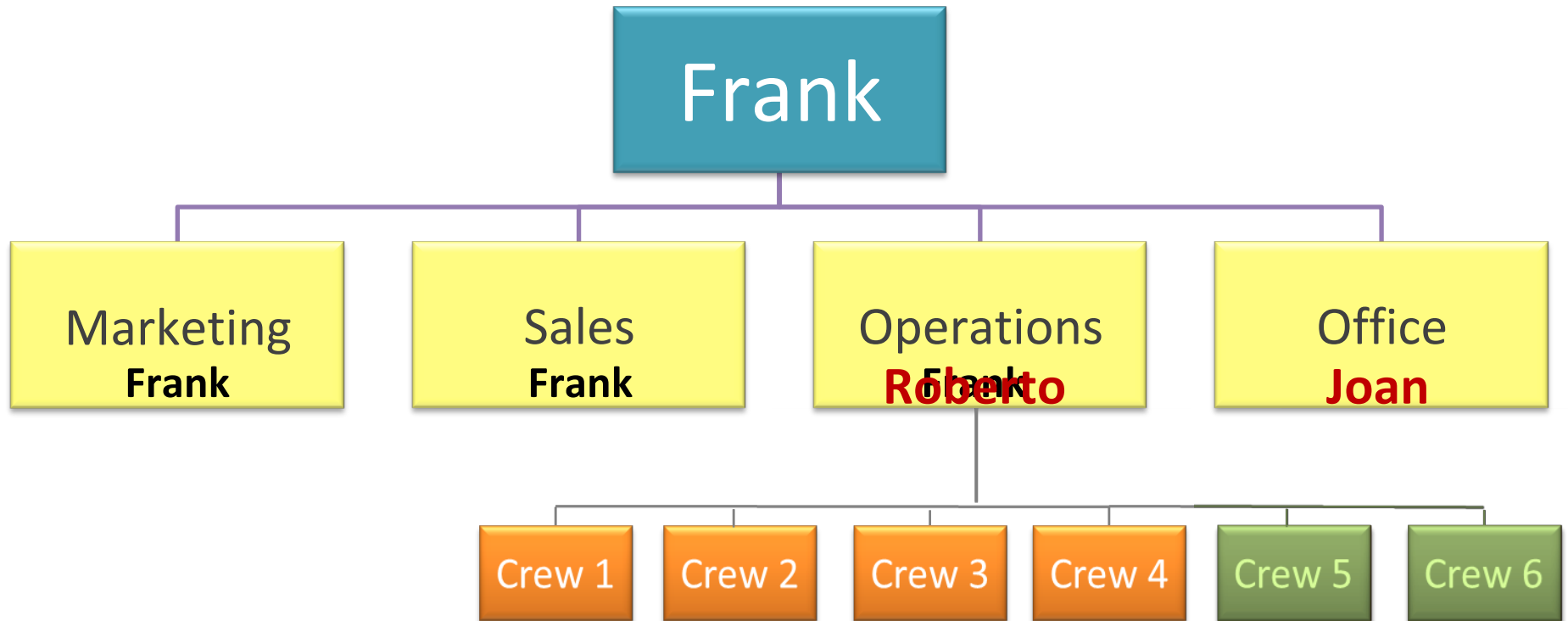
This GPS change model can add huge power to your change efforts

You have
reached
your
destination!

- ✓ *Keeps your change efforts on course*
- ✓ *Saves you time, money and heartache!*
- ✓ *Creates Powerful Change!!!*

GARMIN

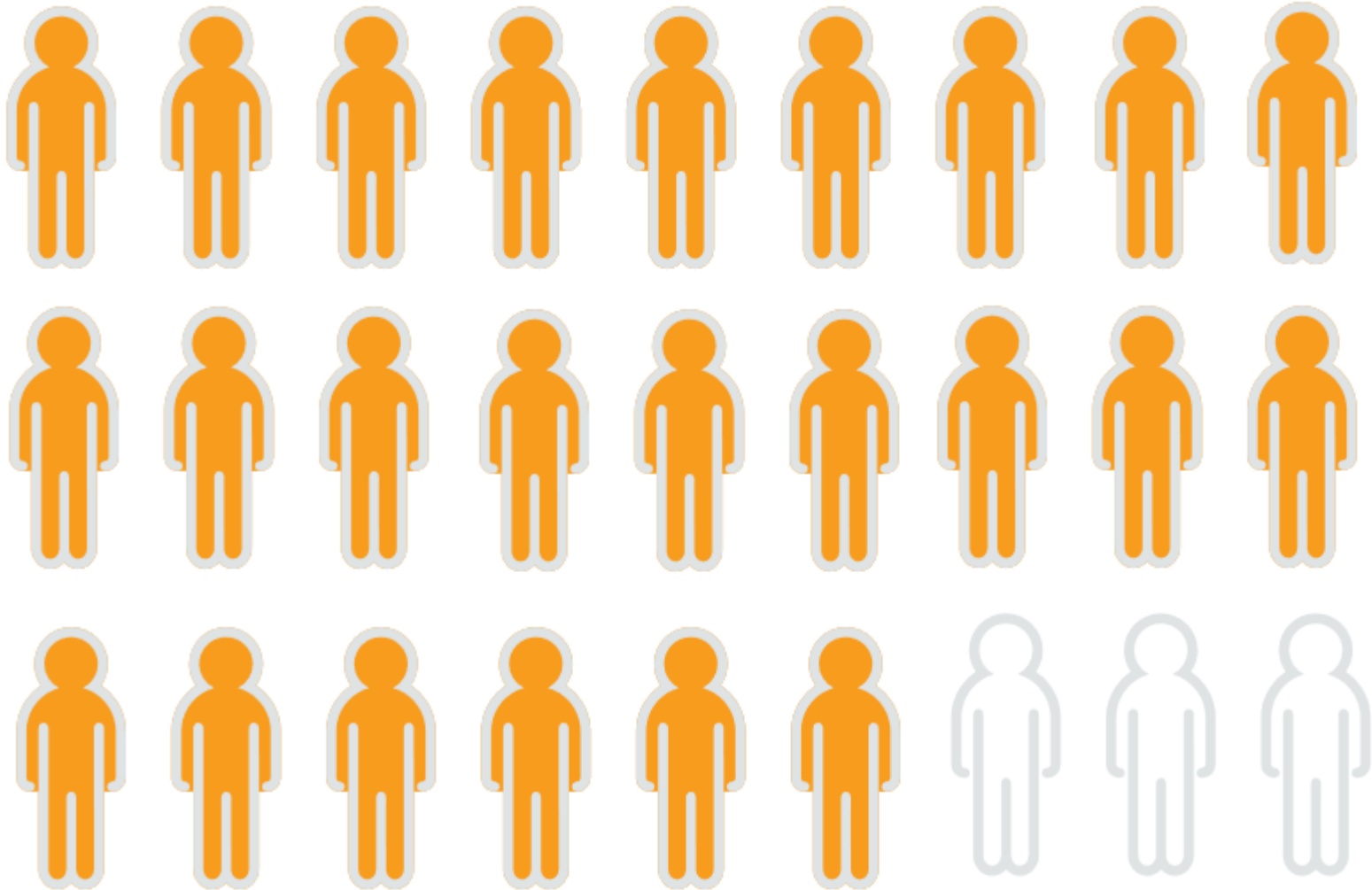
The GPS change model works well for on large org changes too!



Minimize Resistance to Change



Organizations don't change...
...Change happens person by
person



1. Identify and plan for resistance you might face from the employees impacted by the change



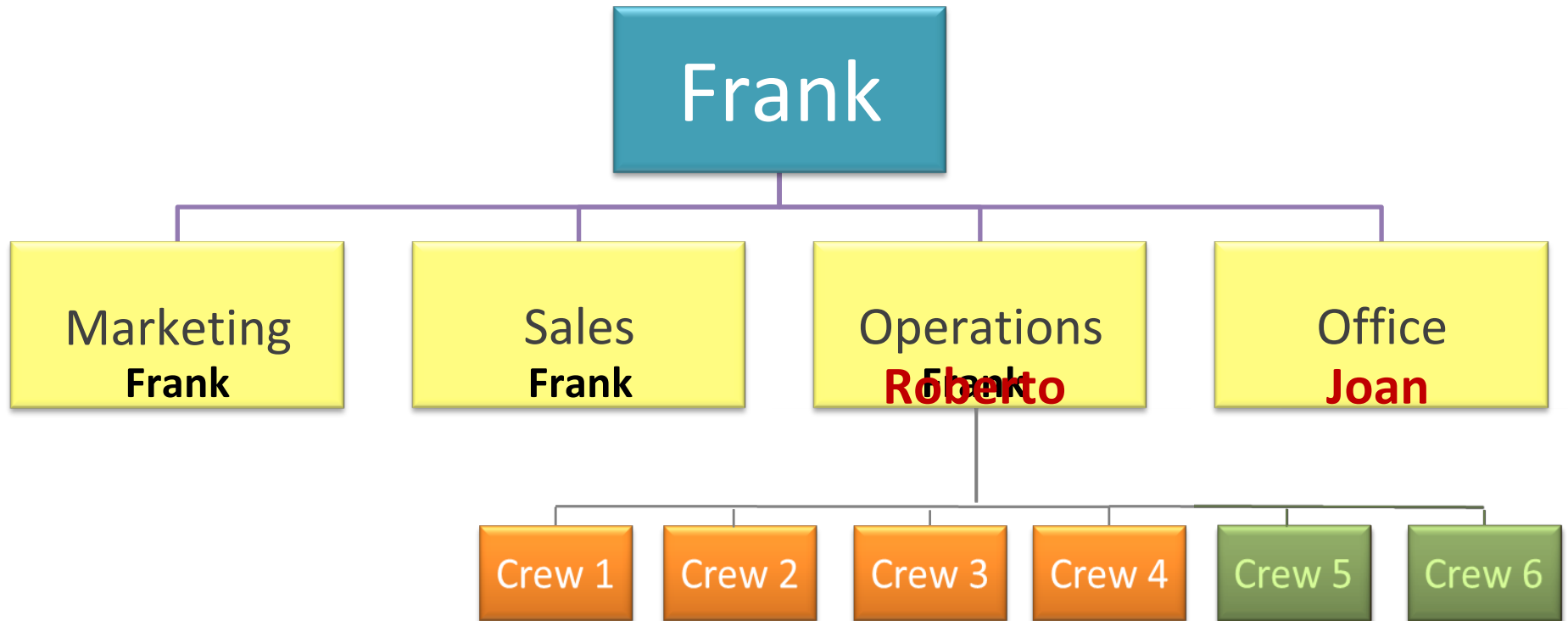
Time and money are the most common reasons for resistance.



Fear of failure will also keep your employees from embracing change



...so will loss of power or status



Why is everyone resisting profit improvement?

- Implement monthly goals, & weekly accountability meetings
- Implement CRM to track results
- Reduce work with GC's

Frank

I'm so frustrated!
Why isn't anybody following our cross selling plan?

UGH!

Marketing
Andy

Stop discounting and using Home Advisor to reduce price shoppers

Sales
Zak

- Retrain on estimating large paving jobs
- Change commission from sales to profit

Operations
Roberto

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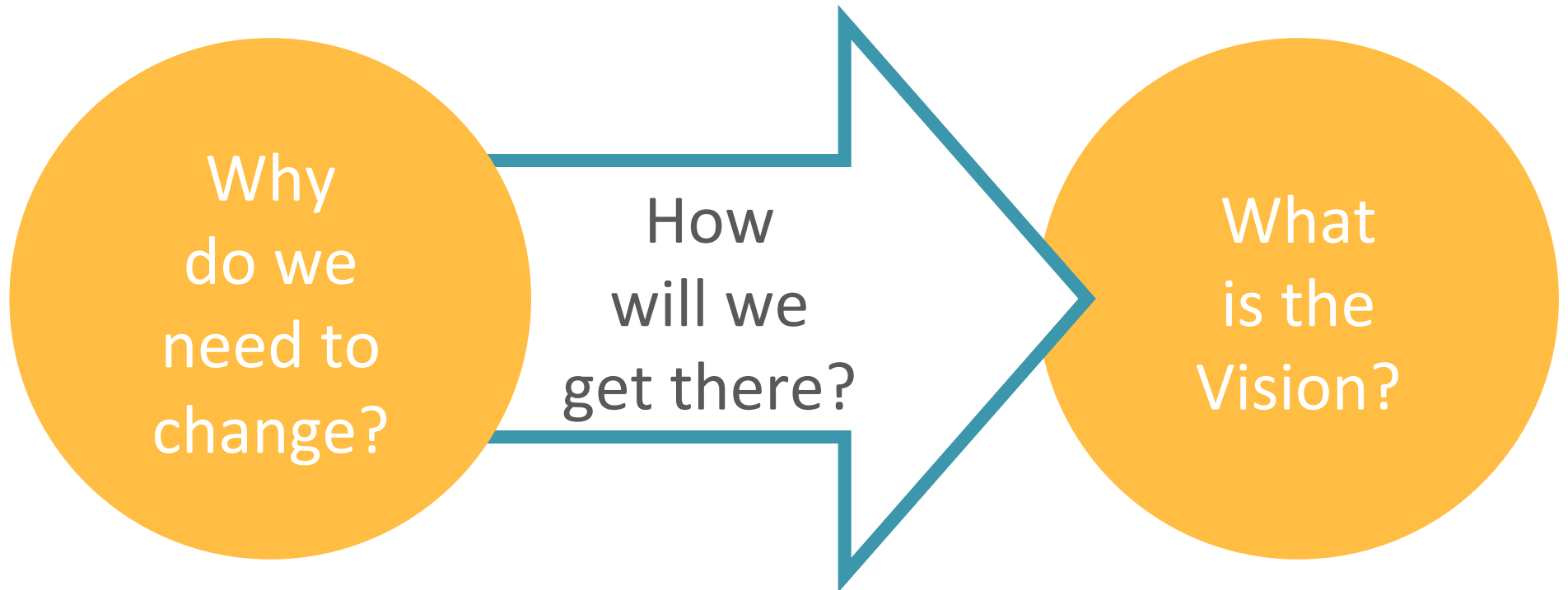
2. Change employees' mental scales by supporting them in making the change



Make a compelling case for change



Your compelling case needs to focus on 3 topics...



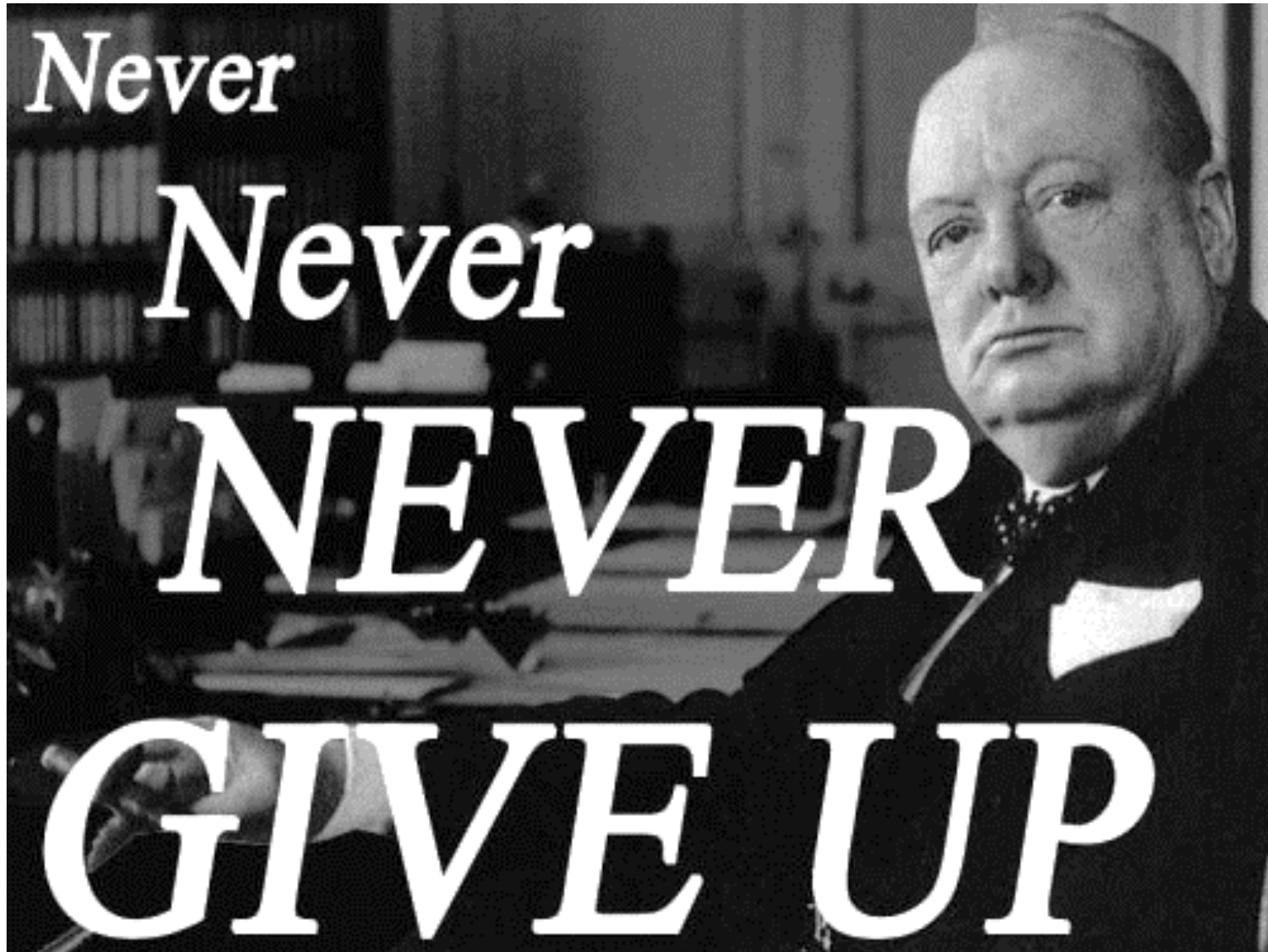
Get your team involved to get input and create buy-in



Mentor your team



3. Persevere until the change sticks



You will be tested...



Some will give you the “rope-a-dope”
and hope that you give up



Apply consistent gentle pressure



...reinforce the good...



...don't tolerate and allow
those who won't play ball



Sometimes you'll need to use
not so gentle pressure too!



By persevering, resistance will diminish
and the change will solidify!





- ✓ Setting clear goals
- ✓ Following an action plan
- ✓ Relentless follow through

- ✓ Finding resistance points
- ✓ Supporting your team
- ✓ Persevering



You'll make
powerful
changes!

Change
Efforts



And life will be good!

