

MaxTips!

Productive to the Max

Productivity

Performance

Profitability

Prepare, Persevere, Persist

This year we are celebrating the 10th Anniversary of Productive to the Max. As with all milestones, the opportunity to reflect and move forward presented itself and we took advantage. We realized, upon examination of our client list, that as well as new clients acquired on a regular basis, we also have retained our initial client base for the past ten years and they have provided a wonderful referral network. Thank you!

We had some tough decisions to make. Do we stay with the status quo or ramp up our services and products to reach a broader audience? Are we prepared to service our clients with the best consultants and trainers while still maintaining our integrity and client service? Are we equipped to go through the disconcerting and stressful growth process? Can we deal with the myriad of emotions that change involves and still remain focused on what is important?

You bet! But the process has not been easy. We all go through changes in our professional and personal lives. Sometimes they are mandated, at other times unexpected.

I would like to share with you what we have learned going forward in our journey in order to assist you through your change process, when the time comes.

1. Understand the need for change. Be honest and ruthless in your discussions about where you are at the moment and where you want to be. Brainstorm and write down everything that comes to mind, and then analyze each component, listing the pros and cons.
2. Do your homework. Research past clients, involvement, goals, successes and failures. Be aware of future trends, the economy, innovations and technology that will impact your decision. Analyze your competition.
3. Enlist the help of others on the team. Use their knowledge, skills, competencies and strengths to get feedback and buy-in to the new ideas.
4. Set up proper action plans and due dates with appropriate resources. Keep to the due dates. Very often the personalities of the team will cause delays. With so many components involved in change, it is essential to maintain deadlines. Anticipate how to deal with roadblocks that will inevitably happen along the way.
5. Communicate, communicate, communicate. Each step requires analysis, feedback and discussion in order to influence and take action during the process. Impart information on a regular basis so that the team feels in control and able to contribute significantly.

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6. Commit to change in a positive way and never lose sight of the big picture. Understand that certain feelings, emotions and reactions are inevitable and part of the normal transition. Be patient and avoid under-managing change or over-reacting to resistance yet maintain the momentum for reaching the goal.

"Leading change is largely about managing paradox and making sense of competing views,"

Kerry Bunker and Michael Wakefield

Leading with Authenticity in Times of Transition

(*Harvard Management Update* [Bunker and Wakefield], May 2006)"

Celebrate change, have fun and reward yourselves accordingly. It has been an exciting, nerve-racking exhilarating and optimistic process for us. If you follow the steps outlined above, you will attain the same positive results.