

Without change, you will never progress

The key to survival is evolution – don't be afraid to step forward

DELIA THOMPSON

WITH the recession, so many companies have had to change the way they do business.

This has left most of us dazed, confused, and quite grumpy about all the changes happening around us.

So many of us are stuck in our daily grind, in a routine that we seldom alter. The concept of routine is instilled in us from birth. The first thing a new mother does is try to get her baby into a routine, for the purpose of ease.

That's why we are shaken to the core at the prospect of change.

Well, a very wise saying is that "if you are not growing you are dying", and business growth is simply not possible without change or even evolution.

If we are to survive the years to come, our sales forces, management and marketing even our products will need to change, at some or another stage.

So we can either sail against the



EMBRACE CHANGE: Delia Thompson.

wind until we tire and eventually give up, or we can harness the motion and use it to our advantage.

It's not that some people have willpower and some don't. It's that some people are ready to change and others are not.

Which type of person are you? Perhaps you will have to undergo your first personal change. A change of mind, which by the way gentlemen, is not only a woman's prerogative.

Like every thing in life where we place our focus is all we see.

So we can either focus on the hardships that change may bring or on the positive aspects it promises us.

Change your thoughts and you change your world.

What are the positive factors of change?

It is necessary for survival. Evolution is a natural process; we see it in the animal kingdom, in humans as well as in companies. I am not asking your mind to think back thousands of years, only a few hundred will suffice.

Look at mankind and the evolution in tools, machinery, technology, and housing – to name just the most basic. Change allows us to grow and develop.

What is education if not actually a change in your degree of knowledge? Yet we do not fear education, we do not ask what will happen if we become smarter, more knowledgeable on a subject?

Of course not, for we know that it will be beneficial, so we grab every opportunity to advance with open arms.

All change is an education; of course there may be hard lessons to learn along the way, but that too adds to growth.

We would never have known

that something hot burns if we didn't hold onto it for a second at some stage of our lives. And that little burn we received taught us a lesson necessary for our survival through the rest of our existence.

So yes, you may burn yourself once or maybe even twice in the change process, but those are the most important lessons to learn.

We do, however, have to have a dedicated heart to survive the falls we will encounter.

Luckily, this is an inbred quality we all possess. How many times did we fall when learning to walk? Yet I have never met an adult unable to walk because he decided as a toddler it was too hard and simply gave up. No, we naturally possess a drive for success.

It allows for continuous improvement. Remember this when you stumble and fall while learning to walk in your new environment.

If you always do what you've always done, you will always get what you've always got.

Without change there would be no improvement, no new developments, and no motivation.

Change is, in fact, exciting – even charming if I may so. It seduces you with prospects of things that are different, that are better.

If your spelling is anything like mine, (well we can't all be perfect

can we?), then you will daily make use of the wonderful tools on our computer called spell check.

Remember that as you improve and correct your tiny mistakes, you have to click on "change".

If you ignore change, you will not improve, you will not better yourself. Now imagine that life was that simple, if only we could simply click a button for the change to happen.

That would be rather boring, wouldn't it, for what is life without a few challenges?

In conclusion I would like to end with a quotation by King Witney JR: "Change has a considerable psychological impact on the human mind. To the fearful it is threatening because it means that things may get worse. To the hopeful, it is encouraging because things may get better.

"To the confident, it is inspiring because the challenge exists to make things better."

So let us be the confident, let us take up change with a positive mind, and let us allow ourselves to enjoy the charm of change.

● Delia Thompson is from The Communication Academy. Contact her at delia@thecomunicationacademy.com or 086 111 6121.

Visit www.thecomunicationacademy.co.za.