

# Published TMG Articles

As seen in the Asheville Citizen Times WNC Business section.

## **GOOD THINGS HAPPEN FOR THOSE WHO EFFECT CHANGE!**

I was recently in a client's office, and he was expressing his frustration at the poor implementation rate of an exciting and innovative national sales program. Even though this program had been successfully used across the country in his industry, he just couldn't seem to get it off the ground.

"We have some fantastic new tools", he explained to me, "but how do we get our people to use them?" "I don't understand the resistance to this proven program."

Have you ever experienced this same frustrating set of circumstances?

Perhaps you have gone through the important process of Strategic Planning in your organization and have established a powerful set of goals and plans for the improvement and success of the company's future.

You have assembled a highly skilled team of professionals. You've provided them with all the necessary product knowledge; however, you still aren't getting results.

What's missing?

It could be Attitude! Attitudes are habits of thought and ways of doing the many jobs within your company. These attitudes exist as a result of an employee's values and beliefs. Many times their actions are the result of their personal attitudes. As with an iceberg, you can only see the "top" - - that is the behavior, the action, or, equally important, the lack of action. What you can't see is the giant mountain of ice beneath the surface: the attitudes. What one believes affects the way they do their jobs, and the resulting successful or 'cast in concrete', outmoded methods of doing business.

It is also important to examine your own attitudes and how they affect the manner in which you are leading or, worse, undercutting the effectiveness of your own team and YOUR business! The following concepts apply equally to the leader as well as the team members.

- What you believe about yourself affects your actions:
  - "I'm not successful"
  - "I'm afraid of failure"
  
- What you believe about your supervisor affects your actions:
  - "She/he doesn't like me"
  - "He/she is incompetent"
  
- What you believe about the company affects your actions:
  - "They don't pay me enough"
  - "They're not making good business decisions"

Unfortunately, these beliefs can be occurring in your business, and you would never know it. All you can see is poor performance! As with a field of icebergs, these 'people iceberg's' float through your organization carrying many potentially damaging attitudes — but just below the surface. So, strategic efforts and appropriate new tools lack momentum; sales plans fail, and teams continue to perform well below their potential. All is because of that one, little word: attitude.

If this is the case, what are the three key rules the business leader must use to effect change?

1. LISTEN. Ask questions and allow your team to tell you their thoughts. In doing so, you will open the lines of communication. The understanding and trust of your team will follow.
2. COMPLETE THE PAST. Openly address any unresolved issues so that they won't impede progress. This will take both courage and sensitivity on your part. This should not be a pseudo mea culpa; it has to and will be an opportunity for you to evaluate and sort out the feelings from past events within your organization.
3. ENROLL IN THE FUTURE. Describe your vision of the future. Leaders lead! A clearly defined picture of the future of your organization can be exciting! Your sincere excitement can and will inspire your team. It is this inspiration that brings change, action, and results!

You are the keystone for building the arch that leads from the troubled past of your business to its exciting, new and increasingly successful future.

It is the wise leader who realizes that doing things the same way will only produce the same results — be they good, bad or unsuccessful; if you want different and better results, YOU must do things differently — including the attitude you adopt for leading your team to success!