

# WHO'S LEADING CHANGE?

By Sherry Knight, President and CEO, Dimension 11



Lester worked hard to get the organization to follow the plan that had been established. Sadly, because no one had ever done this before Lester found it to be an uphill battle – people wanted to do it “their way – the way it had always been done!”

Many people consider change a difficult process to introduce and to have people follow through with. While this can be true, we must remember that people deal with change throughout their lives. We start school, we join clubs and leave clubs, we learn new words, we marry and divorce, we move to new

jobs, and so on. Change is exciting and fun when it is something we want – it’s a different story when we see it as unwanted or hard to implement.

As leaders, our job is to lead the change process – it’s that simple, except leading in this age of rapid change makes it less than easy. Consider these thoughts which may have helped Lester:

- Gather the team and explain the coming change and the benefits of it *to them*
- Layout the parameters of what *they can expect*

- Be the coach to help individuals through the rough spots – be present to know what’s happening and *who needs support*
- Keep communicating – remind people of *their value* in making the change successful

Change is only accelerating. Do you recall hearing that everyone would have their own phone number? I do, and that was only 10 or 15 years ago. How many of us have landlines at home any more? Most family members now have their own phone numbers because everyone has cell phones! It’s changed in only a few years!

Larry Boyer, President of Success Rockets says, “As we continue in the early stages of the Fourth Industrial Revolution (First – mechanical production, Second – mass production, Third – electronics/IT, Fourth – cyber-physical production) there will be wider adoption of new technologies in your business and by competitors. Exponential technologies will enable competitors to seemingly come out of nowhere. Be ready. Be aware. Be nimble.”

Focus each day on how you can help your staff embrace change. 🏠

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