



Management System

The essence of managing any organization—business, charity, or government agency—is the management of change. Should we grow? Are we growing too fast? How are our products or services? Do they meet our customer's needs now? What about their future needs? What is our competition doing? What are they likely to do? Do we have the right people to manage what we are doing now? What about the future? What should we be doing now? Then what?

These questions, –as important as they are, are almost never dealt with in any kind of organized, thoughtful, effective way. Why Not? Because change is threatening, it requires overcoming inertia, transforming established habits or patterns, taking risks.

Two of the most common reasons, which people use to justify resistance to change, are the “alligator” and the “tidal wave”.

The “alligator” reason goes as follows: "It's hard to remember that your original purpose was to drain the swamp when you're occupied with fending off alligators". In other words, we would like to plan ahead or solve our underlying problems but we're too busy surviving.

The “tidal wave” reason is based on the fact that it is impossible to build a sea wall big enough to withstand a tidal wave; everyone in its path will die anyway. In business terms, many businesses see themselves as just a little factor in a great big economy. They feel their destiny is controlled by factors outside of their control. They just do their best each day and hope to survive.

Each of these reasons seems difficult to argue with. We've all been in the alligator/swamp situation at one time or another. We've also all seen good organizations swallowed up by a tidal wave of events that cause their demise. But the real force behind these reasons is a word—**F E A R**. It's a lot easier to think of reasons not to change than to face the fear that change can bring.

Managing change successfully requires three M's:

- 1) A Model: A picture of what the future will be like after change so that the benefits are obvious and a definition of success so we will know when we have arrived.
- 2) A Motivation : A need so powerful that the fear of change and the inertia of today can be overcome.
- 3) A Method: A way of getting from where we are today to the desired model of the future. This is the most difficult to achieve and the most overlooked of the three M's.

I'm sure that the above seems simple enough. What makes it so difficult to achieve? The cause is the most prevalent crime in any organization—the withholding of useful information.

To find out more about the SR Management System for successful change, please contact us at the address below.