

# Walk the Talk

## Radio for Agile Minds

<b>Shelley</b>	<p><b>It's that time of the month when we "Walk the Talk" and welcome Nick Anderson to the studio to help us check out if we do actually "Walk our own Talk"</b></p> <p>Nick is Senior Partner for Professional Development Services – The PDS Group and long time contributor to WGUV</p> <p>Over the last 20 years Nick has coached many leaders in household names like Turner Construction, Qwest Telecommunications and Royal Bank of Canada to impact bottom-line results through aligning people for change</p> <p>Each month Nick chooses a topic related to the business world in West Michigan focusing on the transitions this economy is going through</p> <p>Welcome....What have you chosen for us this month?</p>
<b>Nick</b>	<p>Last month I looked at why so many changes initiatives fail. One thing that struck me after the program was the inability to gain others</p>

commitment lies at the heart of so many failures. This is often due to the lack of interest paid by those leading change for those who have to make the change.

Previously, one stat sticks out from our work in aligning companies for change is that over 70% of leaders expectations are not known or realized by those affected by a change.

Now, add to that apparently unrelated data...

AN ESTIMATED 247 BILLION EMAILS ARE SENT EACH DAY

"The number of worldwide email users is projected to increase from over 1.4 billion in 2009 to almost 1.9 billion by 2013. In 2009, 74% of all email accounts will belong to consumers, and 24% to corporate users.

Worldwide email traffic will total 247 billion messages per day in 2009. By 2013, this figure will almost double to 507 billion messages per day.

In 2009, about 81% of all email traffic is spam Source: Press release from [The Radicati Group, 6th May 2009](#) Quoted by Digital Stats.com

Stats vary but most people seem to say each person gets 5000 ads per day.

Now here's my point in both your personal life and at work how much time do you *have* to spend listening to somebody drone on about:

The latest, greatest, best, more, more...Their

	solutions for you....
<b>Shelley</b>	So, what do see happening to how people react and why should it matter to West Michigan?
<b>NICK</b>	<p>It reminds me of a cartoon of a family sitting at a meal table (rare enough of itself) with heads bowed and the son texts mom to pass the fries!</p> <p>This would be funny if I had not enforced a “no device” rule at our family meals – me included!!</p> <p>So, my reflections to your question are these.</p> <p>Firstly, People overall forget what it’s like to be in somebody else’s head, like the research I referenced two months ago. There’s not enough time...they cry...LOL</p> <p>Second, instantaneous communication reduces people’s patience for more deliberate consideration – we drift into the white noise, the buzz of attention deficit....but <i>Are we challenged to really think?</i></p> <p>Third, access to the internet has produced the most mature and knowledgeable buying audience in history.</p> <p>Why should this matter to West Michigan?</p> <p>In terms of influencing people to even consider buying your products be careful you are not:</p> <p><i>Doing what you’ve always done...will not get what you have gotten...</i></p> <p>Whether you are influencing people in your own</p>

	<p>organization or trying to sell your service or product you will need to be more skilled at understanding where people are in their heads about change than ever before.</p> <p>Change in West Michigan has come in many forms....one change leaders ignore at their peril is how this "<u><i>cathedral of bandwidth</i></u>" will affect how people see work and how they buy. And trends of exponential growth in technology and application will continue as far as we can see in the future.</p> <p>The horse has looong gone.....</p>
<p><b>SHELLEY</b></p>	<p>So, you're saying before leaders start walking their talk they need to be careful. What do you see as the pitfalls leaders should be aware of?</p>
<p><b>NICK</b></p>	<p>So let's stand back and see if we can start doing something practical...It's nearly time for the White Stuff... you ready...does your snow blower work?</p> <p>Well as you contemplate the "dump" we usually get just after Christmas.</p> <p>Each snowflake has a similar structure, yet infinitely complex, and as each falls leads to complex behavior.</p> <p>So if each person is a snowflake we must treat</p>

	<p>them as similar yet unique. (This is Fractal theory..If you're interested.</p> <p>But it helps look at how people change in a rigorous yet flexible way. It can be used to locate where individuals, groups and you are in terms of seeing the world, state , context</p> <p>This snowflake or fractal is based on a series of questions which follow a sequence – often shown as a 'U'.</p> <p>The "U" is one of the most fundamental concepts in the psychology of learning and change</p>
<p><b>Shelley</b></p>	<p>How can you use this concept to sell change or your products...?</p>
<p><b>NICK</b></p>	<p>Listeners may remember in the last program that we consistently think we are better than we actually are – in psychology it's called <i>"self serving bias"</i></p> <p>For Example, 94% of men rate themselves in the top half of male athletic ability ☺</p> <p>So, I am going to make a claim that I have never done before:</p> <p>If you use the following six questions in your life, it will change your perspective of others and most importantly yourself:</p> <p>In your mind imagine a "U" with the numbers 1,2, &amp;3 LHS, 4,5,6, RHS</p>

	<p>Label the LHS Problem, RHS Needs</p> <p>Holding that image, you now have a map in which you can locate yourself and others you are trying to bring to your point of view – change or purchase</p> <p>OK ready?</p> <ol style="list-style-type: none"> <li>1. What is the problem? Do you have one and others don't?</li> <li>2. How is it a problem? Structure, recurrence?</li> <li>3. Why is it a problem? Consequences?</li> </ol> <p>Now let's pause and ask, if you're at 3. And those you want to influence can't answer 1 – what likely to happen?</p>
<p><b>Shelley</b></p>	<p>Answer Question</p>
<p><b>Nick</b></p>	<p>OK. People are disturbed to the degree they are willing to consider changing/buying So, we are at the bottom of the U</p> <p>Now let's look at how people look for solutions:</p> <ol style="list-style-type: none"> <li>4. Why solve this problem?</li> <li>5. How to solve the problem?</li> <li>6. What will be solved? Does cost of the present outweigh the cost of change?</li> </ol> <p>Enable</p> <p>So, Shelley, you are at 3. And I am at 6. Giving</p>

	<p>you an ROI ....</p> <p>What is your likely reaction?</p>
<b>Shelley</b>	Answer the question?
<b>Nick</b>	So, now you have the U ask yourself how many times has a sales person "Crossed the U"?
<b>Shelley</b>	How else can you use this concept to help listeners get things to happen more often?
<b>Shelley</b>	Tip of the month
Nick	<p>How often do you proactively ask for feedback</p> <p>Remember alignment is a two way street</p> <p>What you expect of me</p> <p>What I think you expect of me</p> <p>What I expect of you</p> <p>What you think I expect of you</p> <p>Thanks</p>