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Change Happens: How to Accept, Navigate and Master Change

By Michael Angier

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Not only do we live in a time of unprecedented change, but the changes we're experiencing are happening at a faster and faster rate. The telephone, radio and TV took decades to be placed into common use. Now the time it takes from invention to widespread usage is just a few years sometimes months!

Our lives are significantly unlike that of our parents'. We think differently, act differently, travel differently, and we work differently. Virtually everything about how we interact with the world around us has changed in just one generation.

We're bombarded with new ideas, new systems, new jobs, new technologies and new opportunities. The more we learn, the more we realize how small our personal store of knowledge is in comparison to the vast universe of data.

Most of the change we're experiencing is appreciated. We like most of what we see happening. While we enjoy many of these changes, there are other changes that are not so warmly embraced. There's more uncertainty, less confidence and as a result more stress.

I'm a recreational sailor. There's hardly anything I enjoy more than being out on the water with the wind in my sails. Sailing has taught me many things. Not the least of which is a healthy respect for the wind. You have absolutely no control over the wind only the way you use it. You must master your ability to handle the wind, regardless how hard it blows or which direction it blows.

And change is like the wind. It's neither good nor bad. It just is.

But how we feel about change our attitudes toward it will have much to do with how well we navigate this turbulent sea of change. If we dislike change, resist it, ignore it or resent it, we will lose.

On the other hand, if we use it to our advantage, we'll benefit from it.

What's your attitude toward change? What are your beliefs about the change we see around us and the change that surely lies ahead? When faced with something new and different, do you long for the old way or do you look for what advantages this may bring to you, your family, your business.

Your answer may be different based upon the type of change you face.

Choice or no choice

If the new situation is to your liking or a result of your own choosing, you will likely have a different reaction than if the change seems forced upon you a new responsibility at work, a shopping mall going in next door or your spouse telling you they want a divorce.

On the other hand, the more power you feel you have over a given situation, the easier it is to handle.

Recognize change

Author Phillip McGrath is fond of saying and he's right, "You cannot change what you don't acknowledge." Oftentimes we're slow to realize or even fail to recognize changes that occur. We need to look at what's happening and acknowledge what we need to change in ourselves in order to adapt to the changes around us.

Which brings us to one of the first steps in dealing with change

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How will this change affect me?

Too often, people resist change before allowing themselves to explore its potential benefits.

Make a sincere effort to look for the good in what appears to be

changing. Because of a natural resistance to the unknown, we must consciously and logically analyze what this difference will mean to us. And it's often not what we first perceive.

How can I exploit this change?

Many fortunes have been made by taking swift advantage of changes and trends before others have realized how to do so.

A change that alters the rules means opportunity only if you're able to see the new connections and exploit them.

If after thoroughly exploring the potential good, we see the change as negatively impacting us, we must then ask the next question . . .

Is there anything I can do about this?

There's no question that some change runs counter to our best interests. If this is the case, we need to find out if we can change the circumstances. This is no time to play victim. Often what LOOKS like a situation totally outside of our control can in fact be altered.

If we can't change the circumstances, then ask . . .

How can I minimize the impact of this change?

First we must accept it. There's no payoff to being upset about it. If your destination is LA and you find yourself in San Francisco due to bad weather or mechanical difficulties, being angry about it will not get you to LA. In fact it will hinder you.

By accepting the reality of the situation, we can then change our strategies. We can take a new tack. We can change sails. We can set a new course.

Only when we accept the change can we make rational, informed and effective decisions. Only then can we use our knowledge and skills to adjust to the changing winds and arrive at our intended destination.

Now is the time for green-light thinking. Now is the time to attack the problem with our intellect, to get the help we need, to do whatever it takes to adjust to this change.

In all of these steps, we need to be creative. As paradigms

shift, as new systems go into place and new technologies evolve, we must be open to how this changes the setup as we knew it.

Our success is largely dependent upon our acceptance and response to the change that takes place around us. Extinctions occur as a result of an inability to change. To change is often difficult, but to not change may prove fatal.

Those who will thrive in the new millennium will be those who have positive attitudes toward change. Those who don't will be left behind, or worse yet, they will founder.

Michael Angier is the founder and president of Success Net, publishers of SUCCESS STRATEGIES and SUCCESS DIGEST. Success Net is a worldwide association committed to helping people become more knowledgeable, productive and effective. Their mission is to inform, inspire and empower people to be their best—personally and professionally. Free subscriptions, memberships, books and SuccessMark Cards are available at <http://www.SuccessNet.org>

Be Ready for Change

By Dennis Eppestine

Be Ready for Change by Dennis Eppestine

Change is scary, isn't it? After all, things might not be perfect right now, but at least we're here and getting through it. Change might make it worse instead of better!

But without change, there is no growth, no improvement, and in scientific circles no life. Life is change, and if we're to fully appreciate the gift of life, we must adapt to change.

OK, on to something a little less important than life – Internet Marketing! If you can't handle change, you better get out now!

New developments happen in days and weeks on the Internet, as opposed to months and years in regular marketing. If you don't stay up-to-date, you can't compete.

I'm not suggesting you jump on every new bandwagon that comes along. Some of them are pretty bad! But if something looks good to you; if something looks like a real improvement, then you have to embrace it. Use it, improve your knowledge, then get ready for something new to come along!

Another fear of change involves the fear of how it reflects upon you. For example, I changed some very basic facts about a couple of my websites. It was something I felt I had to do, but like I said, the changes were fundamental. So naturally, I start thinking things like, "Will visitors realize what I've done?" "Will they understand that the change was something I feel deeply about?" "Will they think I'm insane?" (See how my mind works?)

But to follow my own advice – I had to be ready to change, in spite of the natural fears.

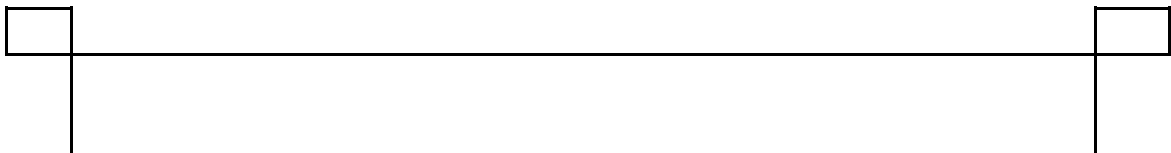
So embrace change, learn from it, accept it. If you're in Internet Marketing, it's a part of your life!

Dennis Eppestine operates 3 websites

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