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**How To Be Handsomely Rewarded in These Times of Astounding and Radical Change**

**By Noel Peebles**

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**Noel Peebles**

Do you want to be rich? It sounds ridiculous. Of course you'd like to be rich, wouldn't everybody? But do you want to be really rich? Your words might say you do, but your thoughts and actions very often say something entirely different.

If you are still doing things the same way you've always done things, then reading this could be the most important thing you do all year.

Why? Because your thoughts and actions can be the fuel your business needs to get up and running. Your thoughts and actions can also act like a `straight jacket' making it easy for competitors to knock you around. However, if you are willing to make a personal commitment to perpetual re-education, you will come face-to-face with the most exceptional opportunities the world has ever seen.

Start by redefining your business to satisfy the wants and needs of baby-boomers (born 1945 - 1965). By doing this you will be handsomely rewarded in these times of astounding and radical change.

We have all been exposed to more change in the last 20 years than mankind has experienced in the past 2000 years. The situation is terrifying, frightening and awesome in its potential opportunity.

We are living in one of the most exciting periods civilization has ever known - the information age. It is a period of astounding and radical change. This is "Frontierland" all over again... only now with computers, jet aircraft, lasers and cellular phones at our disposal.

A phenomenon of modern society is that the rules and boundaries keep changing. Could you look at a map of the world today and name every country? Many geographical boundaries have changed or no longer exist. So too have social, political and emotional boundaries. Think about how attitudes and the world changed after 9/11. Like it or not, the rules and boundaries are constantly changing.

We do need rules, boundaries and structure in our lives. So new ones have been invented to replace those that no longer seem to serve our needs. It seems that as soon as the new rules take hold, they're superceded as newer ones come along to replace them. Even newer ones usually follow these and so it goes on.

Every change seems to bring with it more turbulence and chaos than the one before. We have fewer traditions to hang on to and the world thrives amidst constant turmoil.

Prepare yourself. That's the message coming out of this volatile environment. We can't change the world, but we can change the way we do things and the way we react to things.

If we are to succeed we absolutely must be open-minded to change and have a personal commitment to re-education. We must be prepared to become a champion of change rather than a victim of it.

Try it, test it and get on with it!

Noel Peebles Get Your 100% FREE mini-course "17 Powerful Secrets That Have Made Business Owners Into Millionaires." 100% FREE! Simply send a blank email to: [instantsellbusiness@ReportsNetwork.com](mailto:instantsellbusiness@ReportsNetwork.com)

### **CHANGE Is Your Best Guarantee Of Job Security**

**By Noel Peebles**

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When running your own businesses it is usual to have standard procedures and set ways of doing things. It's called efficiency. After all, it's the logical way to do things and we've always done it that way and it works.

## How To Be Handsomely Rewarded in These Times of Astounding and Radical Change

The problem is that it's easy to form habits and become very set in our ways. We resist change and so do our staff. The business plods along okay as everything steadily changes around it. Then day by day business gets a bit tougher. Customers become more demanding, competition increases and it becomes harder to make ends meet. We all know what happens next even if it does take a few years until the inevitable end. The fact is it doesn't need to be like that.

As a Manager/Leader the best way to ensure continuing business success and job security is to embrace change. It doesn't matter how big or how small a company is. Without change the tendency is to become sluggish, even bureaucratic. It's easy to lose the sharp edge and become slow at making decisions and taking action. There is the tendency to avoid any situation that might hold even the slightest element of risk.

My advice is to keep your mind open to change all the time. Welcome it. It's only by examining and re-examining your opinions and ideas that you can progress.

Become a champion of change rather than a boiled frog!

If you can remember back to your high school days you may recall the `classic' biology experiment using a frog. It goes something like this. You put a frog in a pot of cold water and then gradually turn the heat up. What happens? The frog does nothing! It just sits there without jumping out as the water heats up. The frog will ultimately be boiled to death.

That is similar to what happens in many small businesses. They get hurt in the market place before they wake up. It's the "she'll be right" attitude.

In my opinion it is better to become a champion of change rather than a victim of change (a boiled frog!). I agree that change is difficult for all of us and that's why we all have a natural tendency to resist it. Yet like it or not we are living in one of the most exciting periods civilization has ever known. It is a period of astounding and radical change. An era of unprecedented rapid, accelerating change... the "Golden Age Of Opportunity"... "The Greatest

Entrepreneurial Boom In History."

The thing about change is that you really have no choice. Resist it and become a victim or you can decide to become a champion of change and capitalize on it.

To become a champion of change you need to break out of your comfort zone and try new things before you are forced to.

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