



Unleash the magic within your organisation

Issue: 2

Date: January 2003

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The Change Designs newsletter is free to clients and members of the Change Designs Community.

The purpose of this newsletter is to provide topical articles, useful hints, new change tools, and news in the change management field.

I hope you find the information contained in this newsletter practical, inspirational and useful.

Please feel free to email me suggestions of topics you'd like to see in future issues. And forward this newsletter to friends who are interested in strategy or change.
Kind regards

Ruth Tearle. ruth@changedesigns.co.za

CONSULTANT'S CORNER.

www.changedesigns.co.za/Consultantscorner.htm

Whether you are a strategic planner or a change consultant inside an organisation, or an independent consultant, the Change Designs website will provide you with the support you may need to make your work easier and simpler. Check out the following pages on the Change Designs website:

- [The Design Studio.](#)
- [Consulting tools and licensed workshop materials.](#)
- [Advice.](#)
- [Knowledge Cafe.](#)
- [The Change Community.](#)
- [Inspiration Cafe.](#)

THE CHANGE MASTER SERIES.

A practical way to develop change leadership skills.

19th & 20th March
22nd & 23rd May.
18th & 19th June
6th & 7th August.

The Change Leader (Jhb)
The Change Leader (CT)
The Successful Facilitator (Jhb)
The Successful Facilitator (CT)

A series of change management courses designed to equip leaders, strategists, and change consultants with the practical tools they need to:

- Develop a change strategy for their organisation
- Manage change in an inspiring and exciting way.

For more information visit www.changedesigns.co.za or contact Ruth Tearle at 021 712 2154 or Sandy Goldberg at 021 434 6313.

*"Before you can lead others,
you need to be able
to lead your own life."
Ruth Tearle*

MASTERING THE TOUGHEST CHANGE OF ALL – OUR LIVES!

HOW TO ACHIEVE EVERYTHING YOU'VE EVER WANTED IN 2003

There is always something exciting about a new year.

The old year with all its frustrations, problems, fears and challenges is finally over! After a well deserved break, we feel refreshed and energized. The new year awaits us like a piece of raw clay. Ready for us to mould into any shape we desire. This year could be the year that we finally achieve those illusive dreams that we've had in mothballs for so long. This is the year that we could become the person we want to be.

And yet, instead of being excited, getting back to our routine jobs and lives often fills us with a sense of frustration. A feeling of boredom envelops us. Perhaps we resent being back at work, and facing 'reality' again. Suddenly the year ahead looks tedious.

How do we get motivated again? How do we energise ourselves, so that in turn, we as change agents and strategists, can excite and energise others?

Give yourself your first gift of the year – the gift of meaning. Invest an hour in writing down the answers to the following questions – *without judging or correcting yourself* - and then share what you discover with others.

MY RESOLUTIONS. The gifts I want to give myself this year.

What would I like to happen to me this year?

What gifts would I like to give myself this year? (assume you have unlimited power to magically give to yourself any gift you desire – health, a good body, time, energy, possessions, achievements, relationships...)

What would I like to have as my resolutions or goals for 2003?

Resolutions focus both your conscious and subconscious minds on what is truly important in your life.

Dreaming unleashes a wave of energy. Having the courage to take the first step towards your dream nourishes your self esteem.

MASTERING THE TOUGHEST CHANGE OF ALL – OUR LIVES!

SPRING CLEANING MY LIFE. MAKING SPACE FOR MY GIFTS.

One of the reasons we don't achieve our goals or allow ourselves to live the life we deserve, is because we're too busy. Our lives are filled with clutter and 'ought to's. We spend too much of our precious energy on anger, fear, frustration and, irritation. These emotions prevent us from achieving the things that really matter to us.

GET RID OF THE NEGATIVE ELEMENTS IN YOUR LIFE AND MAKE SPACE FOR YOUR GIFTS.

SOURCES OF NEGATIVE ENERGY IN MY LIFE	SPRING CLEANING MY LIFE
<ul style="list-style-type: none">• What frustrates or irritates me in my life?• What do I feel angry about?• What do I fear?• When do I feel trapped?• What/who makes me feel bad about myself? <p>(Think of specific people or tasks, your home environment, your work environment, your habits, your body, your mind, your spirit, how you are forced to spend your time...)</p>	<p>What am I going to change in my life to get rid of this anger, irritation or fear? (Get creative – for example:</p> <ul style="list-style-type: none">• Tell yourself, you really don't need this irritation in your life anymore.• Set limits.• Find someone else to do it.• Ask for help.• Get organised.• "Say "No." And repeat it until you have been heard.• Just don't do it. And let the consequences happen.

**"Isn't it amazing how we often have no time for the things that make us feel truly alive?"
Ruth Tearle**

MASTERING THE TOUGHEST CHANGE OF ALL – OUR LIVES!

RECOGNISE WHAT ENERGISES YOU. What energises you is what is good for you.

Like money, our personal energy is an important asset in our lives. When we have a lot of energy, we find we can achieve seemingly impossible challenges. When we have no energy, the slightest task seems too much to cope with.

Understanding and managing our personal energy, is the key to living the life we want.

WHAT/WHO ENERGISES ME	INVESTING IN MY OWN ENERGY.
<ul style="list-style-type: none">• What/who gives me energy?• What/who makes me feel good about myself? <p>Think of specific people, places, dreams, ideas, books, hopes, strengths, habits, hobbies, work, study, music, art, sport, food, spiritual time, meditation, pampering yourself...</p>	<p>What am I going to do to give myself more energy?</p>

Take out your 2003 diary right now. Book time for things that energise you before your diary and your life gets swamped by things that frustrate you. As a guideline invest at least an hour every day doing something that gives you energy. Give your self a treat each week of a few hours of energy activities. **Mark your energy time 'HIGH PRIORITY' in your diary.**

And don't allow yourself to make excuses as to why you can't afford the time! You can – if you simply cut out one frustration in your life.

"By allowing ourselves an hour or two to do the things we love, we find our energy increases. This in turn provides us with the drive we need to tackle the other less meaningful tasks that simply need to get done."
Ruth Tearle

MASTERING THE TOUGHEST CHANGE OF ALL – OUR LIVES!

DISCOVER YOUR MEANING FOR THE YEAR.

One of the most powerful ways to motivate ourselves is to find something that will make 2003 a special year. A year of meaning and purpose. To discover this focus, look back at the answers to the question "what gives you energy". Then answer these questions:

Which idea/s excites me ?

Which ideas just feel 'right' to me?

Which idea/s intrigues me? What is it about this idea that I find interesting?

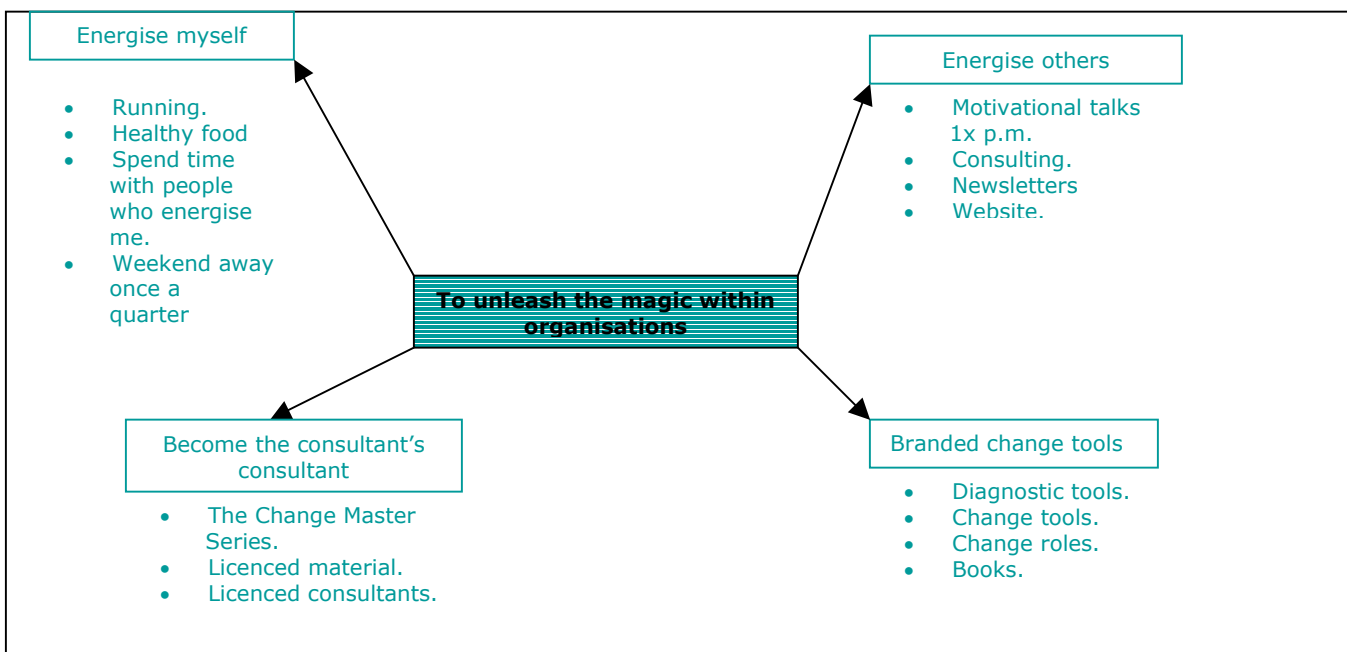
CREATING A VISION FOR 2003.

A vision is an imaginary 'photograph' of ourselves being successful, living out our resolutions and having a life filled with meaning. A vision provides us with focus. It helps us to set and achieve goals. It injects energy into our souls.

Imagine you are writing a book about your life. You've finally got to the chapter where you, the hero achieves greatness. Describe the year that marked the turning point for the hero as " The year of.....?"

Imagine that you, the hero, are achieving your dream. What would it look like, feel like, be like? What else would be happening in your life at that time to make this possible? What would you be doing? What would other people be saying about you?

An easy way to describe your vision, is to use a mind map. Put your central purpose or most exciting idea in the centre. Then add in any ideas that come to mind around the key idea. An example of a mindmap appears below.



MASTERING THE TOUGHEST CHANGE OF ALL – OUR LIVES!

IDENTIFY THE MICRO-STEPS.

All you need to do, in order to achieve an impossible dream is to take the first step. Then each day, take another small step towards your goal. If you do this day by day, before you know it, you will be living the dream you've always wanted.

For each circle in your vision, identify one small micro step that will set you on your way. Something that can be achieved within a few hours. e.g. book a holiday, write a document, phone someone who can help you, research something.

Then set time in your diary to do it. Don't plan too much. Too many goals will tire you out and demotivate you. Achieving one micro-step at a time is easy. And planning the next micro-step after you've achieved the first is fun and energizing.

SHARE THE MAGIC WITH OTHERS.

What insights did you get by investing this time in yourself?

How are you feeling right now? How can you share this energy with others?

As change agents and strategists, our role is to help energise others to manage change and achieve goals.

When we do strategy, we try to unleash energy within an organisation. We help leaders to discover the organisation's special purpose, and to develop goals that both energise people and help the organisation make future profits.

When we manage change, we try to channel the energies of people within the organisation towards the organisation's strategy. By helping individuals to discover and achieve their special purpose, we can unleash a special magic within our organisations. That is the true power of change.

AN ACTION CHECKLIST FOR STRATEGISTS AND CHANGE LEADERS FOR 2003.

- 1. Identify the trends that will impact on your organisation in 2003.**
- 2. Get your team to identify creative new opportunities for your organisation resulting from these trends.**
- 3. Update your organisational vision and strategic plan – in a way that inspires and energises your people.**
- 4. Develop an integrated change strategy to achieve your vision, implement your new opportunities, and motivate your people.**
- 5. Train up your own internal team of change agents and change leaders to help you to implement the changes.**
- 6. Make 2003 a meaningful and exciting year for both your organisation and all your people.**

And remember to inject some fun and creativity into your organisation.

THE TOP STRATEGIC TRENDS TO WATCH OUT FOR IN 2003.

- **The European Union – a powerful challenge to the US.** The EU 's 12 member states have a population of 290m. The Euro Zone accounts for more than 21% of the world GDP. In 2000, the Euro Zone's exports amounted to 14,7% of world exports. From 2003, Poland, Hungary, Slovenia, Slovakia, the Czech Republic, the 3 Baltic states, Cyprus and Malta will join the EU, increasing the population to 500m.
- **A struggle towards modernisation in the Middle East.** A potential war, and subsequent peace in Iraq will result in a shift in power in the Middle East. Imagine what a Government of National Unity supported by the USA in Iraq could do to the entire Middle East? Imagine the impact this would have on oil supplies to the West? Imagine the power of a modern, democratic market driven Middle Eastern region?
- **Economic growth in West Africa.** Global oil firms and the USA, intending to reduce their dependence on the Middle East for oil are investing in West Africa. Angola and Nigeria currently supply 5% of US oil imports. By 2015 they will supply 25%. Gabon, Equatorial Guinea, Sudan, Congo, Chad, Cote de Ivore and Cameroon are also benefiting from this shift away from oils supplies from the Middle East.
- **Growth in Angola.** The end of the Angolan war, and the need for African oil, has resulted in growth in Angola. Many SA companies including contractors, retailers and mining companies are setting up business in Angola.
- **The Development of a United States of Africa.** Countries in Africa are co-operating in a number of ways that point towards the development of a 'United States of Africa.' The African Union was launched in 2002. Nepad – the economic development arm of the African Union, has a number of developmental projects. One example is the development of the world's largest national conservation park incorporating SA, Mozambique and Zimbabwean game reserves.
- **China, a future global player.** As a result of continued economic reforms, China's economy grew by 8% in 2002, and is predicted to grow by 8% in 2003. GDP was estimated at US\$1.235 trillion in 2002. The Economist. The World in 2003 predicts that realized foreign direct investment will exceed \$60bn in 2003. China is hosting the Olympic games in 2008. \$22bn is being spent on developing infrastructure for the event.
- **Global skills shortage.** First world economies faced with aging populations are recruiting workers from developing economies. Canada, Australia and Germany have introduced a points system to encourage the immigration of skilled workers. South Africa now has a brain gain rather than a brain drain – it is gaining skills from both the first world economies and from the rest of Africa.
- **From manufacturing oriented to knowledge based economies.** Japan, Malaysia and Singapore, are now facing competition from China in manufacturing. As a result they are transforming their economies from manufacturing oriented, high savings and high investment economies, to service oriented, knowledge based, consumer economies. They are focusing on developing knowledge based industries such as bio-tech, pharmaceuticals, computer software and entertainment.
- **Aids success stories.** Success stories in containing the aids pandemic are starting to emerge in Africa as a result of community organisations, private/public sector partnerships, and businesses working together in innovative ways. These include winning the support of traditional leaders; campaigns to change sexual behaviours; providing ART to the poor; training health care community workers; and providing home care to the sick. In Uganda, new infections have reduced from 30% to 6%. In SA, a recent study found that fewer 15-24 year olds are sexually active. The number using condoms has tripled. 84% of youths who were sexually active had only one partner in the last year and aids awareness was high.

South African trends

- **Increased exports.** A combination of the weaker Rand, and the African Growth and Opportunity Act (AGOA) have resulted in increased exports to the USA. (The AGOA allows duty free exports to US markets for a number of SA products.) By September 2002, exports under AGOA had doubled to \$571830. Exports include cars, textiles and apparel, chemicals and machinery.
- **Increased tourism in SA.** Tourism to SA has increased as a result of the September 11 terrorist attacks in the USA. SA is now perceived as a 'safe' destination. It was also voted one of the top 10 preferred destinations by the British. During November 2002, SA received approved destination status from China – this could result in 200 000 Chinese tourists visiting SA.
- **Increased private public sector partnerships.** Government organisations, such as hospitals, are privatizing or entering into partnerships with private sector organisations. E.g. the Inkosi Albert Luthuli Central Hospital in Durban has gone into partnership with medical, technology, logistics management and black empowerment companies to provide a quality hospital run as a high tech business.
- **Socio-economic charters.** A number of industries are developing socio-economic charters which aim at broadening black economic empowerment within the industry. This includes ownership, plus training and development initiatives aimed at supporting the ordinary worker and his community. The mining industry has developed the first charter. The financial services, IT and advertising industries are currently working out their own charters.

Technology Trends

- **Wi-Fi (802.11b)** . Wi –Fi is a wireless networking system that links personal computers to one another via radio signals. Today laptop users can use wireless hotspots at airports, hotels and coffee shops to access the internet. Cometa Networks plans to install 20 000 hotspots within the USA within 2 years. Networks like this could provide competition to cell phone companies who are producing new devices for accessing the internet via a cell phone.
- **Fuel cell technology.** A fuel cell is a battery with enough power to support a car, electrify a city block or power a laptop. General Motors and Anglo Platinum are investing in research into fuel cells.