

MORPH...

Accepting, Embracing, and Managing Change

People are often reluctant to accept change because they don't think they CAN change. People underestimate themselves. You don't think you can change? HAVE A BABY!

When you are under stress (change is a huge stress), you automatically rely on what YOU know best... and that's YOU. But others are not like YOU, and don't have the same wants, needs, and priorities. Giving them what YOU want results in a 75% FAILURE rate in dealing with people. And that's what we do most of the time.

Remember EMULATE and MIRROR. COPY them. Move to THEIR comfort zone.

*Change is a human thing and the Golden Rule of Human Relationships is...
Do Unto Others As They Want To Be Done Unto.*

You have an INTELLECTUAL ACCEPTANCE, but a GUT RESISTANCE to change because humans are creatures of habit.

The responses to change are: IGNORE, REACT, OR CREATE

Success is DANGEROUS. Success means that you know what used to work and that can cause COMPLACENCY. Complacency can kill a business or association, for when people get complacent, they lose their sense of urgency.

George Bernard Shaw said, "THE ONLY MAN I KNOW WHO BEHAVES SENSIBLY IS MY TAILOR; HE TAKES MY MEASUREMENTS ANEW EACH TIME HE SEES ME. THE REST GO ON WITH THEIR OLD MEASUREMENTS AND EXPECT ME TO FIT THEM".

To be successful during change, we must CREATE BETTER WAYS of doing what has been done and CREATE ENTIRELY NEW APPROACHES, PRODUCTS, AND SERVICES.

Adopt a questioning attitude, play mental games, go into action, experience new things, have a sense of humor...THESE ALL HELP YOUR CREATIVITY.

Remember what Louis Lamour said, "THE TRAIL IS THE THING, NOT THE END OF THE TRAIL".

YOU DON'T STOP PLAYING BECAUSE YOU GROW OLD, YOU GROW OLD BECAUSE YOU STOP PLAYING.



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