

THE ATTITUDE OF CHANGE

Handout Keynote MAGNA STEYR
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Dear Friends,

with this handout, you are receiving a condensed version of the most important ideas from my keynote speech at your awesome event. Take a minute to reflect on them, try them out, and - most important - take the necessary action.

BE THE *CHANGE!*

All the best,



ILJA GRZESKOWITZ

INTERNATIONAL KEYNOTE SPEAKER | AUTHOR | CHANGE MAKER

www.grzeskowitz.com | ilja@grzeskowitz.com

THE ATTITUDE OF CHANGE

Important Points, Ideas and Insights

- ▶ **LEADING CHANGE AS A KEY SKILL OF THE FUTURE**
- ▶ Change is the new Normal: The world is changing faster than ever. There is no beginning and no end. Change has become a permanent condition.
- ▶ Disruptive technologies, artificial intelligence and the digitalization are the main reasons that values in our society shift, markets vanish (while new ones develop) and the circumstances are becoming more and more complex.
- ▶ Your ability to deal with this new complexity will determine, if if you jump on that change train riding into the future, or if you will be left behind at the railway track.
- ▶ Old change models have become obsolete, the human personality will be the most important success factor in the upcoming years.



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Important Points, Ideas and Insights

▶ **LEADING CHANGE AS A KEY SKILL OF THE FUTURE**

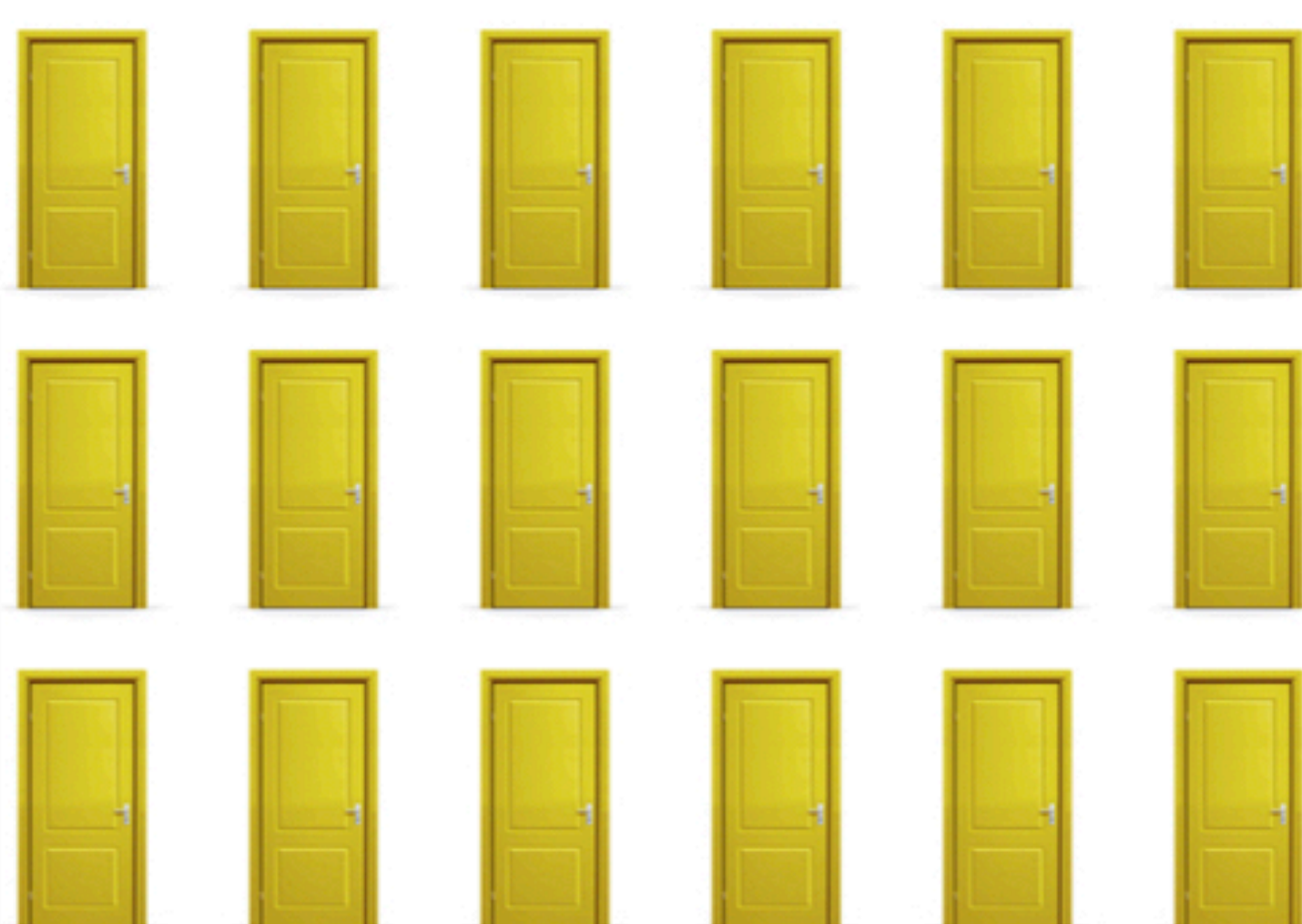
- ▶ Everybody wants change, but nobody wants to change.
- ▶ Be the change: Actively create the future and start focusing on the huge opportunities.
- ▶ Always go first. We cannot change others. We have to change ourselves.
- ▶ Every change starts with taking responsibility, no matter what hierarchical position we own. Everybody can make a difference.
- ▶ Change does not happen „out there“. It happens „up here“, in your head. It's a special mindset.
- ▶ Every change on the outside starts with an inner transformation.
- ▶ The 4 Choices of Change: Choose your FOCUS - Choose your VISION - Choose to take CALCULATED RISKS - Choose to TAKE ACTION



CHOOSE YOUR FOCUS



CHOOSE YOUR VISION



CHOOSE TO TAKE ACTION



CHOOSE TO TAKE RISKS

THE ATTITUDE OF CHANGE

Important Points, Ideas and Insights

- ▶ **1st C of Change: Choose Your FOCUS**
- ▶ Where your focus goes, your three most important resources flow: Time, money and energy. You get more of what you focus on.
- ▶ Say #OhYeah instead of „Yes, but...“
- ▶ Every single day is full of #OhYeah moments, when we deliberately have to choose our focus.
- ▶ What do you focus on?
- ▶ We always have a choice how we react to changing circumstances.
- ▶ The sum of all these choices (hundreds every day) leads to the results we achieve in life.
- ▶ The more you deliberately choose your focus, the more you will recognize the huge opportunities lying in every change.

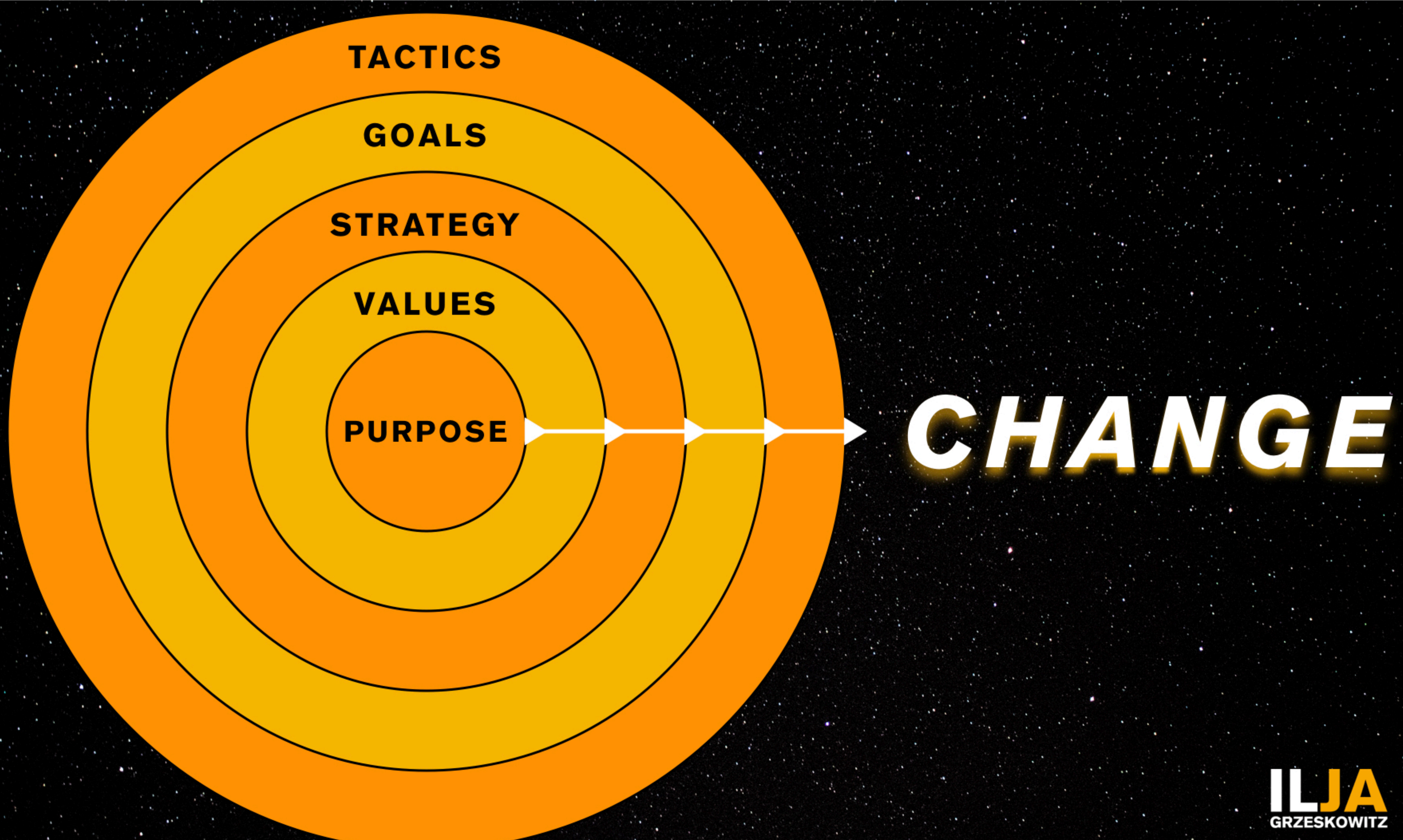


#OhYeah!

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Important Points, Ideas and Insights

- ▶ **2nd C of Change = Choose Your Vision**
- ▶ Every successful change needs to have a purpose, a meaning. We change to grow, to get better and get new results.
- ▶ We always need a rational and emotional reason. Logic lets you think, and emotions let you take action.
- ▶ NWA: Nobody wins alone. Success is always the result of teamwork.
- ▶ Sustainable change always works from inside out. It starts with a purpose and strong values, which lead to a strategy, the according goals, and in the end, the specific tactics.
- ▶ It is important to combine the individual purposes of every person on the team with the ones from the organization.
- ▶ What is your vision? For your career? Your team? For your whole organization?
- ▶ What is your strong WHY? It's the foundation for extraordinary results.



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Important Points, Ideas and Insights

- ▶ **3rd C of Change = Choose to take Calculated Risks**
- ▶ To actively create opportunities, we have to take calculated risks.
- ▶ To do that, we need to anticipate future trends and boldly try out new ways.
- ▶ How often are you doing what you're doing only because you've always done it that way? Because everybody's doing it? Because it's normal?
- ▶ Take a calculated risk, leave your comfort zone and make that first step into the unknown.
- ▶ It's the barriers in our heads and the negative imagination, that so often prevents us from starting a necessary change.
- ▶ Who are the surfer dudes in your life? For whom can you be one?
- ▶ Change means to trade the alleged certainty of the status quo for the uncertainty of the unknown.
- ▶ The key is to value the old and at the same time boldly move forward.
- ▶ Be a surfer dude and the people around you will follow you.



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Important Points, Ideas and Insights

- ▶ **4th C = Choose to Take Action**
- ▶ Results Rule: You cannot think yourself into change. You have to do it.
- ▶ Change small, but often instead of one big change.
- ▶ The key to sustainable results are strong habits.
- ▶ It's better to work ten minutes a day on a new habit than two days in a row every six months.
- ▶ Use the 1% formula: If you improve by 1% each day, in 70 days you will be twice as good.
- ▶ The perfect moment will never come. You will never feel like doing it.
- ▶ It's never too late to make a big difference.
- ▶ Be the Change you want to see in your business and your life.
- ▶ Lead the change and empower your coworkers, employees and customers.

ENJOY THE RIDE....



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Important Points, Ideas and Insights

▶ **The 4 questions you should ask yourself, whenever you are confronted with any kind of a change**

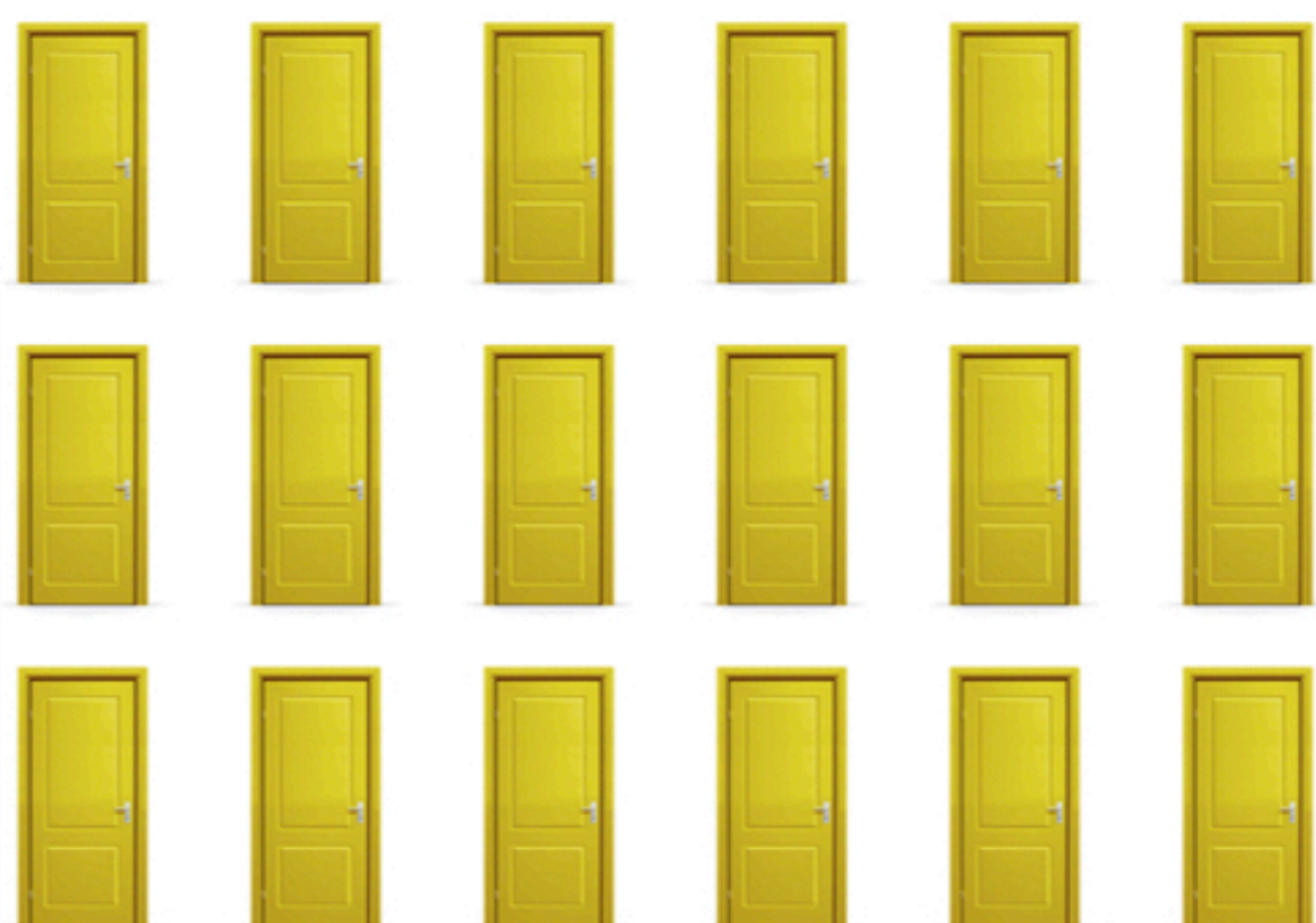
1. Do I have the right focus, am I saying OhYeah to change?
2. Do I have a strong why? Do I change from inside out?
3. Do I have the courage to leave my comfort zone and take calculated risks?
4. Do I take massive action and change small but often?



CHOOSE YOUR FOCUS



CHOOSE YOUR VISION



CHOOSE TO TAKE ACTION



CHOOSE TO TAKE RISKS

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Recommended Books for Further Reading

- ▶ Collins, Jim: Good to Great
- ▶ Drucker, Peter: Managing Oneself
- ▶ Grzeskowitz, Ilja: Think it. Do it. Change it. How to Dream Big, Act Bold and Get the Results You Want
- ▶ Grzeskowitz, Ilja: Mach es einfach! Warum wir keine Erlaubnis brauchen, um unser Leben zu verändern
- ▶ Grzeskowitz, Ilja: Radikal Menschlich: Erfolgsfaktor Persönlichkeit in Zeiten der Veränderung
- ▶ Hayzlett Jeffrey: Think Big, Act Bigger
- ▶ Heath, Chip: Switch - How to Change When Change is Hard
- ▶ Johnson, Spencer: Who moved my cheese?
- ▶ Keller, Gary: The One Thing
- ▶ Kotter, John: Leading Change
- ▶ Sinek, Simon: Start with Why



ILJA
GRZESKOWITZ

BE THE CHANGE!

Happy to Serve!

Is there anything I can do for you?

Do you have any questions?

Please write me an email: ilja@grzeskowitz.com

I'm more than happy to serve you.

Sincerely yours,



Let's connect on LinkedIn:

www.linkedin.com/in/igrzeskowitz

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