

MAKING CHANGE HAPPEN

Handout Keynote SWISS International AirlinesAG
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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* IN YOUR WORLD!

All the best,



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MAKING CHANGE HAPPEN

Important Points, Ideas and Insights

- ▶ **DEALING WITH CHANGE WILL BE THE MOST IMPORTANT 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, the demographic trend 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.
- ▶ Our ability to deal with this new complexity will determine, if we'll be successful or become obsolete.
- ▶ Be the Change in Your World: 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 is not what happens „out there“, but how we deal with it in our head. It's a mindset.
- ▶ Every change on the outside starts with an inner transformation.
- ▶ The 4 Choices of Change: Choose your FOCUS - Choose to take CALCULATED RISKS - Choose your VISION - Choose to TAKE ACTION

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- ▶ **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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- ▶ **2nd C of Change = Choose to take Calculated Risks**
- ▶ People change due to two reasons: Problems push and opportunities pull us into taking action.
- ▶ 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.
- ▶ Small changes can make a big difference.
- ▶ What can you turn upside down? In your mindset or your daily routines?
- ▶ 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.
- ▶ Sometimes we need people who give us a little push in the right direction.
- ▶ 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.

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- ▶ **3rd C = Choose Your Vision**
- ▶ Every good change needs to have a purpose, a meaning. We change to grow, to get better and get new results.
- ▶ NWA: Nobody wins alone. Success is always the result of teamwork.
- ▶ Only when everybody supports each other and at the same time takes responsibility, then a team changes as a whole.
- ▶ The common drive is a compelling vision and something worth taking action for.
- ▶ What is your personal New York in life?
- ▶ What is your vision? For your career? Your team? For your whole organization?
- ▶ A strong why is the foundation for extraordinary results.
- ▶ The Roger Federer principle: What do you love more than anyone else?



What is your personal New York in Life?

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- ▶ **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.
- ▶ Stop collection your personal underpants and start transforming your ideas into specific results.
- ▶ The perfect moment will never come. You will never feel like doing it.
- ▶ It's never too late to make a big difference.



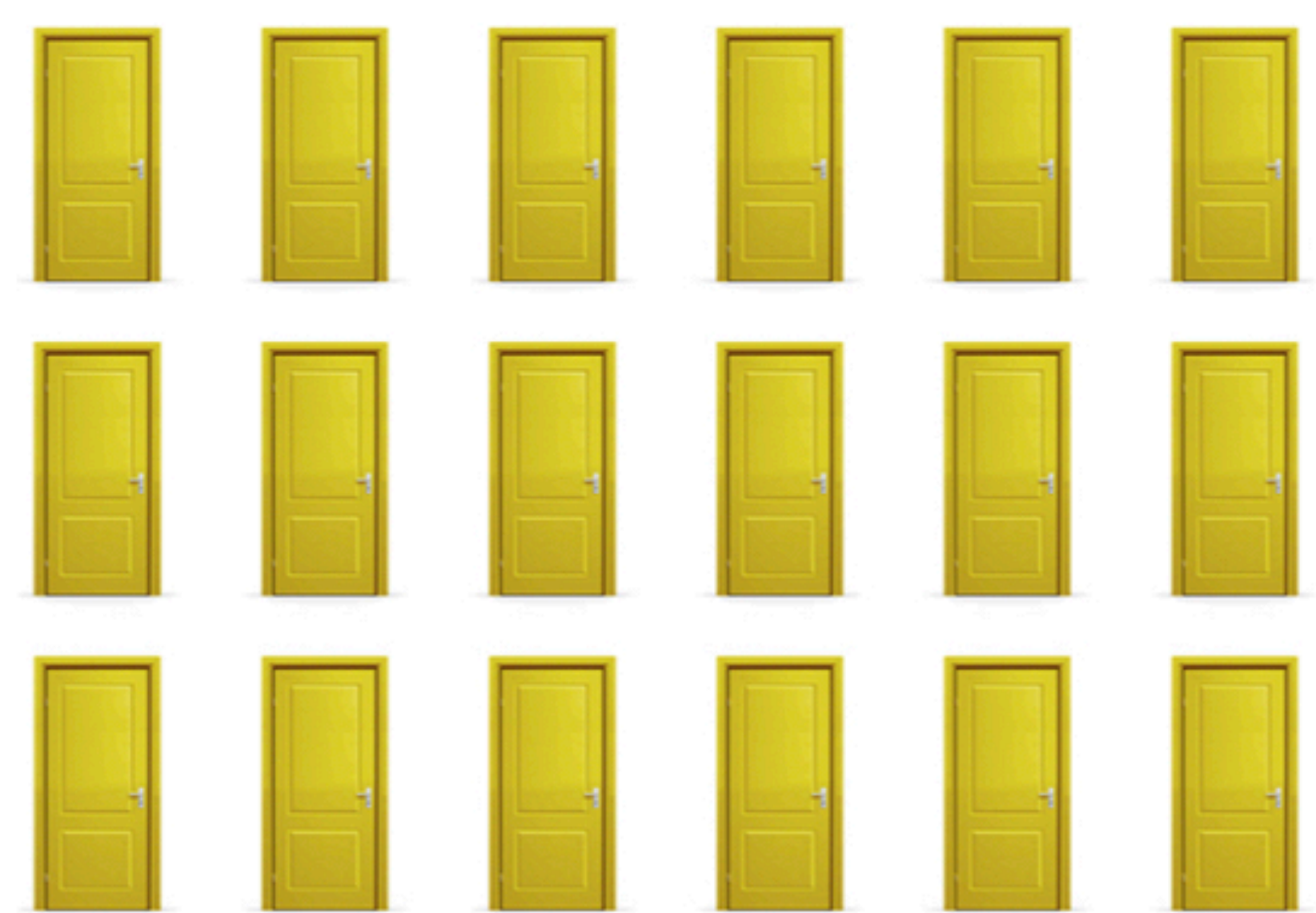
CHOOSE YOUR FOCUS



CHOOSE TO TAKE CALCULATED RISKS



CHOOSE YOUR VISION



CHOOSE TO TAKE ACTION

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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: Let's talk about Change, Baby! Ein Motivationsmanifest für Unternehmer, Querdenker und alle, die es werden wollen
- ▶ 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

Happy to Serve!

Is there anything I can do for you?

Do you have any questions?

Please write me an email to ilja@grzeskowitz.de.

I'm more than happy to serve you.

Sincerely yours,

