

A photograph of a desk setup. In the center is a laptop with a dark screen displaying the text 'HOW TO FIGURE OUT MY ATTITUDE TOWARDS CHANGE' in white, bold, sans-serif font. To the left of the laptop is a stack of books and a purple mug. To the right is a stack of books, a small potted plant in a white pot, a woven basket, and a wooden hourglass. A white mouse and earbuds are also on the desk. A white chair is in the foreground, partially obscuring the bottom of the desk.

**HOW TO FIGURE
OUT MY
ATTITUDE
TOWARDS
CHANGE**

*AND take
action*

02

'I NEED TO CHANGE'

Our attitude, the way we think and feel, towards change determines how open we are to transformations and adapt to new ways or processes. It varies from total rejection to complete acceptance, and there are many variances in between. The ones frequently observed in people who have begun or about to begin a change journey are: 'I need to change', 'I wish I could change' and 'I want to change' attitude.*

1. Find out if you are in the 'I need to change' zone.

<p>List what you win if you make the change (Benefit)</p> <p>✓ ✓ ✓</p>	<p>List what you lose if you make the change (Loss)</p> <p>X X X</p>
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*There are many studies and literature that cover the subject and tons of information available to understand its reasons and how to deal with it. This is not an exhaustive collection on the topic, nor an in-depth analysis of human nature. It is an observational description to help understand how the changes we are making might affect everyone's status quo (including our own).

'I NEED TO CHANGE'



Some examples of benefits and losses: access to a new market segment; work in a multicultural environment; save money and turn my finances around; attract more followers and get more business; freedom to find new love; be able to travel... lose part of an investment; lose a partner; distance from my community; not see my family regularly or spend less time with my children; miss another market opportunity; risk a relationship...

When you number your list, think about benefits and losses in the short, mid and long term. Keep in mind that the mere amount of items in each column might not be an objective way to compare. You can add a weight factor. Something like 1, 2, 3 keeps it simple (1 being less important, 3 being most important).

If $\text{Benefit} > \text{Loss}$, you are in the 'I wish to change zone'. So, look below for an action plan.

If $\text{Loss} > \text{Benefit}$, consider the following: Ask yourself why you are aiming at this change and if this is the right time to push for something where you have more to lose than to win. If this change is an absolute must, consider asking for help and guidance. Contact a motivational coach or orientation specialist depending on the nature of your change (whether personal or business) before you start working.

Benefit

04

'I NEED TO CHANGE'



write your result and action plan here:

'I WISH I COULD CHANGE'

2. Find out if you are in the 'I wish I could change, but...' zone. Why am I not making the change I want?

Practical reasons	Feelings
<input type="radio"/> _____	<input type="radio"/> _____
<input type="radio"/> _____	<input type="radio"/> _____
<input type="radio"/> _____	<input type="radio"/> _____

Some examples of practical reasons and feelings: I don't know where to start; I need resources that I don't have (time, money, people); I have other priorities right now; if I make the change and get the results I expect, I might not be able to sustain them overtime... I don't feel confident with what it takes to make this change; I feel I am doing the wrong thing, I am not sure this is for me; I am not comfortable with this change at all...

Practical reasons

'I WISH I COULD CHANGE'



If Practical reasons > Feelings, consider the following:

Define your SMART goal carefully. By doing so, you will outline the actions you have to do to achieve your goal and the metrics that will give you feedback on how you are doing.

Learn to manage your time better. Working to change requires additional dedication, both fiscal and mental. So learn to work on 'bimodal mode': continue with your daily work and dedicate time and effort to this new change project and make sure your everyday tasks do not completely take over your long term goal.

Work with a change framework. You can use my 4Step Change Framework or any other you find useful. Work diligently on elaborating a roadmap and an action plan. This framework will give you structure and clear steps to follow and see progress.

Manage your stakeholders proactively. Communicate your transformation openly, the goals you want to achieve and the actions you will carry out. Ask for support and teamwork and involve them in decision making if you need their approval.

Find a sponsor who is interested in your project. Prepare your sales pitch with an emphasis on the results you can achieve and the return on invested capital or time. Be specific and quantify benefits.

'I WISH I COULD CHANGE'



If Feelings > Practical reasons, it is probably because you are not convinced about making a change, and you are doing it due to external pressure or self-inflicted pressure.

If so, you are more likely to be in the 'I have to change zone' and your course of action could be similar: Ask yourself why you are aiming at this change and if this is the right time to push for something where you have more to lose than to win.

If this change is an absolute must, consider asking for help and guidance. Contact a motivational coach or orientation specialist depending on the nature of your change (whether personal or business) before you start working.

'I WISH I COULD CHANGE'



write your result and action plan here:

'I WANT TO CHANGE'

3. Find out if you are in the 'I want to change' zone.

If you have filled the first table and benefits outnumber losses, and you have skipped the second table as it seems irrelevant to your situation, or you have some 'Practical reasons' and none linked to 'Feelings', you are ready to kick off a change journey. You are in the 'I want to change zone'.

<p>what I need to do to get started</p> <ul style="list-style-type: none">● _____● _____● _____	<p>what I need others to do for me to get started</p> <ul style="list-style-type: none">● _____● _____● _____
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Filling up this list will turn it into the first draft of your action plan to change. Define your SMART goal, choose a framework for guidance and put all your energy into this, as you are ready to see some transformation - and succeed.

'I WANT TO CHANGE'



your action plan:

<p><i>what I need to do to get started</i></p>	<p><i>what I need others to do for me to get started</i></p>
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win - win