

Change is for the better

Change management is vital for moving your business forward. Nalisha Patel explains how to best approach change.

Change is constant. Everyday is changing. In saying that, there really is no such thing as change. Change does not exist. Can you name one moment that has been exactly the same as another?

You cannot. Why not? Because there is only change.

What we are really talking about is the gradient of change. Some of us try to keep change as close to or as same as possible. Others like to keep it as different as possible.

In business, do we need change?
Absolutely!

A business can either move with the changes or stagnate and move backwards.

Let's talk more about how change comes about. Basically, when you first implement anything new or make a change, performance can decrease initially.

For example, say you decide to start a new marketing campaign. As you learn who to contact and how to design and run an ad, your business or performance may decrease slightly as you learn all these new elements. You will find that as you begin to learn and make changes to your existing marketing efforts, you will start to see improvements in your efforts after an initial few weeks. It basically takes a few goes of being worse, before things get better.

In addition, as your marketing efforts gradually get better, you will find yourself nearing a plateau where you naturally feel it is time to implement a new strategy. It takes a bit of practice, but you will need to identify

when you are starting to reach a plateau and therefore start to make some new changes.

On the flip side, if you keep making rapid changes or changes to the new changes, then you are going to create a drop in performance overall. Too often people make many changes to their business early on and then wonder why they are moving backwards. Too much change can be detrimental to performance.

Let us look at two types of change and how they can affect your business.

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Proactive and reactive change

Proactive change is implemented before it is actually required. This can be looked at as an expansion plan or starting a new goal within the business. As said before, it is important not to make too many changes too soon and judge the best time to do this change.

Reactive change is when change is implemented after something has gone wrong. This is more of a response reaction

and where change is enforced upon you or the situation.

In business, it is important to get a balance between the two in order to function optimally. You need to change and keep ahead of the market or the market changes, you fall behind, and then it forces change upon you.

Keep up to date with what your competitors are doing, but strive to be better. Evolve, use technology and innovation to stay well ahead of the pack. It is very important to stay on top of the trends and move with the times. Get knowledgeable on current affairs and read up on new technology that could assist you in delivering your product or service faster or better.

Twenty years ago, if you had a business you would go out and buy a few million dollars worth of advertising and hey presto you would then have a big business.

Today if you did the same thing, it would not work anywhere near as well. People have more choices now, traditional advertising mediums may not be as effective. Most people when they see advertisements now zone out or switch off.

Look at the iPod for example. How much advertising did Apple do to market the iPod?

None. It grew purely through word of mouth and then became the mega hit that it is now. Even now, Apple has millions of dollars worth of advertising for the iPod through free publicity. They get all this

because the iPod is something different. It sounds cool and it appears different.

To succeed in the business world we need to be different, create and implement change and move with the trends. Success is really the willingness to participate fully in the business and allow change to happen.



Nalisha Patel: "As a business owner, it is your responsibility to get used to change. You cannot afford to stagnate in business or stick to the usual."

Some of us are afraid to make change and some of us are very uncomfortable with any change that happens. There are three types of people in this world:

- People who make change happen (proactive people).
- People who let change happen, and
- People who wonder what happened.

So which one are you? It is an important question to ask yourself so you can know how you can function better.

We get used to what we usually do. Any change creates discomfort at first until we start to get used to it. As a business owner, it is your responsibility to get used to change. You cannot afford to stagnate in business or stick to the usual. As with all learning and change, it gets easier as you go along and you will have an overall improvement in your business.

Get used to being uncomfortable and you will grow at a rapid pace. Test and dare yourself to make changes. You will find your life and business take a leap forward for the better and you will progressively move faster towards your goals.

Nalisha Patel is director of nationwide mobile health and fitness specialist HealthMastery. Visit www.healthmastery.co.nz

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