

# Conceiving and achieving highly successful change initiatives

## a manifesto by Ian Berry

You can't manage change or people. Stop trying to. You must lead.  
Give people genuine hope, inspire them, and then enable adaptability.

A change initiative not in the **context** of these 3 is likely to fail.

Don't speak BS and don't take any from other people either. **Candour** is the new competitive edge.

There are three worlds. The world in here. That's my world. The world out there. That's your world.

Then there is the world we share - **common-ground**.

This third world is the only one that really matters in conceiving and achieving highly successful change initiatives.

There is nothing flashy or fake about charisma.

Real **charisma** is your unique gifts/talents.

Your real work as a leader is to bring your gifts to your work.

And your number one role: help other people discover their gifts, and then enhance them.

Create with your stakeholders a **compelling story** about why change is essential.

It must be an authentic, relevant to stakeholders story other people see themselves in.

**Communication** is a two-way street. Never forget it.  
Sending a message isn't communication, receiving one isn't either.  
Communication has occurred when two or more people agree on what's next.

**Compete with yourself.** You are the only one you have to beat.  
You are responsible for your intentions, feelings, thoughts, and actions, and not anyone else's.

**Collaborate.**

**Celebrate** what's working and what's not.  
Create an action plan 90 days at a time to keep doing what's working and changing what's not.

**Culture and community** really matter because feeling we belong matters.  
First place home, second place work. Change initiatives must enhance belonging in both.  
And find third places to belong to as well,  
otherwise you're living a two-dimensional life in a multi-dimensional world.

Change is continuous. Sustainability matters. It's a reason and a result. Embrace **continuity**.  
Leave a legacy while you are alive.

**11 Principles:** context, candour, common-ground, charisma, compelling story, communication,  
compete with yourself, collaboration, celebration, culture and community, continuity.  
**Embrace them in your own way and conceive and achieve highly successful change initiatives.**

*"If you don't like change you're going to like irrelevance even less."*  
General Eric Shinseki

**My great wish is that you will take this manifesto to heart.** Take action in your own way. Become relevant.

Maybe I can help you.

**Are the challenges of change keeping you awake at night?**

**Are you feeling a deep desire for and/or are you confronted with the necessity for personal, relationship, or organisational change?**

**Would you love to be able to guarantee you will succeed in the change/s you lead?**

I can help you. I work with you to fully appreciate your life's and leadership story, be a mentor for you as you imagine, create and live your next chapter, and while you become the best mentor you can be for others.

I believe that our personal peace, harmony between our personal and business lives, and the prosperity of our businesses largely depends on our willingness to be change champions. **Helping business leaders to be change champions is my business.**

Find out more at [www.ianberry.biz](http://www.ianberry.biz)

My work with you is about saving you the time, energy and money that you are currently unintentionally wasting, and so that you can guarantee you will succeed in the change/s you lead.

**Please contact me today on +61 418 807 898 for a no obligation chat about how we may be able to work together.**

Be remarkable  
Ian

**You are most welcome to pass on this manifesto to anyone you feel would embrace it.  
Please keep it intact as it is.**

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## Common attributes of successful change initiatives

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with thanks to Simon Sinek, Everett M. Rogers, Geoffrey Moore, and Malcolm Gladwell,  
and client successes in the real world since 1991.

The following stages should be viewed in the context that all change is personal first, relationship change second, and organisational change a distant third. See my *Changing What's Normal* book [www.changingwhatsnormal.com](http://www.changingwhatsnormal.com)

| Early Adopters   | Cynics and skeptics  | Change Manifesto   | Employee shifts  |
|--|--|--|--|
| <p>Enthusiastic</p> <p>Maintain their resolve despite resistance from others</p> <p>Lead pilot programs</p> <p>Lead roll-out for early majority</p> <p>Become the change champions and authentic story-tellers and sharers for your organisation</p> | <p>Resistance</p> <p>Reluctance/denial</p> <p>Small wins through 1:1 mentoring</p> <p>Some become change champions and authentic story-tellers and sharers for your organisation</p> <p>The people who make the above transformation often become great advocates and key influencers in roll-out for late majority and laggards</p> | <p>Context</p> <p>Candor</p> <p>Common-ground</p> <p>Charisma</p> <p>Compelling story</p> <p>Communication</p> <p>Compete with yourself</p> <p>Collaborate</p> <p>Celebrate</p> <p>Culture and community</p> <p>Continuity</p> | <p>Possible increase in employee turnover because of adjustments to strategy, structure, upgrading of performance standards, and candid conversations about performance that become integral to daily work</p> <p>Recruitment of new employees who live values and can personally align with business goals</p> <p>Employee turnover decreases as employee driven engagement increases</p> |

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Since 1991 Ian Berry has been a business mentor inspiring leaders to think like mavericks, change what's normal, and achieve better business results.

He has provided his No BS Mentoring services to more than 1000 leaders, women and men, in over 40 countries.

His passion and expertise is in helping people to bring their best to their work every day. His clients regard him as The Mentor's Mentor.

Ian is the author of *Changing What's Normal*, regarded by many as a seminal work in the fields of personal, relationship and organisational change.

Ian has a gift for seeing what most people don't and saying what most people won't.

He is contrarian, controversial, and sometimes confronting. Always he is caring and compassionate.

A gifted story-teller Ian's [presentations](#) and programs stir hearts, shift thinking, and inspire people to step-up their achievements.

One of Ian's clients achieved 570% growth in just under 4 years.

Ian has a track record for disrupting the status quo when same no longer serves and for changing what's normal for the good of people, our planet, and for profit.

