

"Innovation and creativity will solve all the problems that face the world today". I said that, quote me!

Someone once said the only thing that will change the world is an idea. A new and different idea, a new and different way of thinking, doing and being. Yes! It is true that **people are afraid of change**. Mostly because change has been thrust upon them and with change comes a certain discomfort. People have to move away from a comfort zone to experience, in most cases, the unknown.

Do This!

We as change agents and leaders of our companies, organisations and families have to get people excited. Not only about doing different things but understanding that being different is our greatest gift. As soon as South Africans can embrace our differences and use them as tools to sculpt the future we will become unstoppable. We've done this once before, I think the year was 1994.

The bad news!

I have noticed that with the current worldwide economic, political and social situation fear seems to have crept into the hearts and minds of many decision-makers.

Just the other day a major bank made the **unbelievable decision** to not use any "outside," suppliers in their management training programme. Despite the outside suppliers being the highlight of the programme.

E-mails have been sent from head offices all over the world encouraging or even demanding that costs be cut, and projects placed on hold. Speaking with Clem Sunter, (S.A.'s leading scenario planner) we both marvelled at the shortsightedness.

The solution

1. People now more than ever need to hear a positive, different, inspirational message from the leaders and the business community.
2. Companies now have to, more than ever market, promote, sell, tell, demonstrate, see, present, knock, phone, meet, expand, try, walk, run, crawl, ask, beg, schmooze and basically do whatever it takes.
3. More importantly companies and people need to do the exact opposite of what traditional, frightened behaviour dictates.

The action - try this!

1. Call in all the positive people that you know and get them to address your people immediately.
2. Cleverly and carefully assess all projects, streamline them and action them immediately.
3. Put your people first.

It's Shocking!

For 16 years I have heard corporations spout out that people are their greatest assets. That people are their most fantastic resource. That they are a people orientated organisation. That if it wasn't for the people in the organisation it would not exist or have achieved such fantastic results.

Yet, the first thing the "organisation" does is to lay off people, downsize, strike fear in the hearts and minds with stories of doom and gloom and destruction, reduce salaries, stop bonuses, cancel the annual conference, and horror of all horrors, subject them to - Larry from the sales department's presentation at the annual conference. **Instead of one of the many positive thought leaders this country has to offer.** And all this in the name of shareholder profits.

Someone once said that you can tell the true character of the person or organisation not during good times, but during bad. **When their back is against the wall, what do they do?**

It seems that for years many of the so-called "leaders" of these organisations have spoken out empty rhetoric.

The Truth! Cover my a\$\$ and give the greedy shareholders profit!

It seems there is something more important than people, and that is - profit and greed".

Is this true of all companies? Fortunately not, I wouldn't be writing to you, neither would you be reading

this e-mail if you were one of the former. Unless you are, in which case this is newsletter will self destruct in 20 seconds.

The Action - do this!

Look after your people, ride the wave together, stand by them and when this all changes, and it will, you will have a dedicated crew willing and able to go the extra mile for you and your organisation.

Personal change

What changes are you making in your personal life this year? Here are a few changes that I hope will get those creative juices flowing.

- Get organised - room-by-room, drawer-by-drawer, and cupboard-by-cupboard.
- Get it done - that one thing that you have been putting off.
- Do something different - change your slides, take a nap, wake up earlier, run in the rain, ask her out, ask him out, ask for the order, say something, say nothing.
- Change - your mind about someone.
- Change - your opinion of someone / something.
- Change - your hairstyle / your look / your clothing / your image.
- Change - your attitude.
- Change - your mind. Learn something new, discover something old, see it from another point of view, and enroll yourself in a new programme.
- Be someone's hero - especially at home.



"Be the change you wish to see in the world". Mahatma Gandhi.

The Big South African idea: **If America has shown that it is ready for a black president don't you think it's time that we had a white one? Or, will we also have to wait 140 years?**

The time for Chinking, for rethinking our thinking, has come.

I told you it would catch on!

Gavin Sharples

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