

WALL STREET JOURNAL
bestselling author

Success Factors

FUD MONEYBALL

Comes
With a **7-DAY**
**CHANGE
CHALLENGE**

WES BERRY

keynote speaker | wordsmith

***Business
Quick
Reads***
Series Volume 8

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FUD MONEYBALL CHANGE

By: Wes Berry

In 2003's box office hit *Moneyball*, general manager Billy Beane (played by Brad Pitt) faced many challenges as he tried to find ways to help the small-market Oakland Athletics, with a payroll around \$44 million, compete with the big-market teams, like the New York Yankees and their \$125 million payroll.

In order to succeed, Beane knew he had to change the traditional approach to building a baseball team. Unlike traditional baseball wisdom,

which judged players by statistics like RBIs and stolen bases, Beane embraced what is known as sabermetrics, or statistical analysis based on in-game performance that goes much deeper.

While sabermetrics first arose in the 1970s, it took someone like Beane to embrace this approach to player evaluation, which gave him a leg up on his better-funded competitors. Beane went against the baseball purists that made up his scouting office, preferring slugging and on-base percentages for selecting players. This led to his preference for Kevin Youkilis, who Beane nicknamed “The Greek God of Walks.”

Beane extended his counterintuitive approach to the MLB draft, as well. While most scouts drooled over the performance ceiling of high school players, Beane preferred college players. Not only did they have a better track record in the big leagues, but they also had a larger

body of work, making statistical analysis more accurate.

Beane, who is currently VP of baseball operations, never won a championship. However, his unconventional approach to baseball, perhaps the most conventional of sports, started a revolution, one that has been adopted not only by other baseball teams, but by teams in other leagues as well. In fact, his analytics-driven approach now appears frequently throughout the business world, too.

In order to lead, Beane needed to create an environment in which change was not just allowed but was essentially required. And not just once, either—Beane changed his strategy throughout his time as GM, always trying to stay one step ahead of his competitors.

“Change is the law of life. And those who look only to the past or the present are certain to miss the future.”¹

President John F. Kennedy uttered these words nearly 60 years ago, and they still ring true today. Change is inevitable. Those who resist change and fail to recognize that the future relies on our willingness and ability to enact change, are doomed, stuck in the past, and relegated to the background as the rest of the world moves on.

But change is scary. Those old enemies Fear, Uncertainty, and Doubt (FUD) can creep up on us and hold us back, if we’re not careful. FUD is one of the main reasons entrepreneurs don’t take the leap, businesses fail, and new ideas are stifled.

When people think of success, they tend to envision the end results: increased profits,

There is a natural resistance to change, and a real fear of both success and failure.

sustained growth, and individual accolades, all piled up neatly at the end of the road. They tend to

overlook the difficulties that they need to overcome. There is a natural resistance to change, and a real fear of both success and failure. People are naturally afraid of success. They worry that they may no longer be relevant to the continued success and cast aside. Of course, there is also a fear of failed change, in which case the enterprise itself might die, and again are cast aside. It takes a brave soul to embrace change, but because change is inevitable, the only logical approach is to

embrace it and be a part of the change; own it, and you make yourself indispensable.

Envisioning the end results is easy. What we tend to miss is the road that got those results there in the first place. It is the twisted, convoluted paths we must travel to achieve success that is the challenge. A lot of that road can be paved with a bit of hard work, and some luck. But without a plan, or even with one that isn't willing to change, we could end up building a route that does not lead to success, driving us into a brick wall instead.

So, what does all of this have to do with change? Change is what allows us to break out of old paths, to abandon the well-worn roads that have become rutted with overuse and the ones that no longer lead to places we want to go. Old roads may be made of dirt or cobblestone, while others take us on circuitous routes that might seem nice,

but ultimately take far longer to bring us to our destination.

Ultimately, we need change to find new routes to succeed, to efficiently bring us to new levels of achievement that cannot be reached solely by working hard, by chance, or by old ways of thinking.

What Is Change?

The answer seems obvious, doesn't it? Change is difference. It's doing something different or approaching an established idea in a different way. If you get tired of eating the same burrito for lunch, you can change it up and have a roast beef sandwich instead. If you start slicing all your tee shots, you probably need to change your stance or the way you address the ball.

Change can be defined as any alteration or modification to a person's environment or circumstances.

Change can come in many forms, including changes in the workplace or in our personal lives. While some changes may be perceived as positive, others may be seen as negative, depending on how they are viewed and approached. Change can have a significant impact in both our work and personal life and our perceptions of change can influence its outcome.

In personal life, change can be a result of major life events, such as marriage, divorce, illness, or relocation.

What about in business? In the workplace, change can take the form of restructuring, new management, or changes in technology or procedures. You have a successful product, but you want to increase sales, so you change your product

lineup and add a new flavor or feature. Maybe a component of your product has dramatically increased in price, so you change those components out to ones at a lower cost. Or perhaps you notice you're spending extra money on unnecessary positions, so you change the structure of your organization and make your workforce more efficient.

One example of the impact of change that can effect work or personal life can be seen in the context of a company undergoing restructuring. In this scenario, employees may experience changes in their job responsibilities, reporting lines, or work locations.

For some employees, these changes may be perceived as negative, leading to feelings of uncertainty and anxiety. However, for others, the same changes may be seen as positive, offering new opportunities for growth and development.

A study conducted by the Society for Human Resource Management (SHRM) found that employees' perceptions of change can have a significant impact on their job satisfaction and performance. Those who viewed change as positive reported higher levels of job satisfaction and were more likely to embrace new opportunities and challenges.

On the other hand, employees who viewed change as negative were more likely to experience stress and dissatisfaction, leading to decreased productivity and morale.

But I want to go deeper than just a simple answer. Yes, change is difference. But there are different kinds of change, and each one can have a distinct effect.

There are big and small changes, for instance. The small changes, like taking a different route to work or adding macros into your

spreadsheets, happen all the time. Big changes—getting married, opening new business locations—are less frequent, but tend to have much more significant impact—and usually require more planning.

You have voluntary and involuntary changes, as well. We usually prefer the voluntary ones, of course, because we can direct those changes. But sometimes, change is foisted upon us, and we have to react quickly to try and mitigate the fallout. Laws may change and affect the way that you do business. An important supplier may go bankrupt, forcing you to adjust on the fly.

That brings us to positive and negative changes. In the language of innovation, change is always seen as a good thing, and for the most part, they're right. If you don't change, you're bound to get left behind. But the important part is making sure the change is for the better. If you make the

wrong choice, then you can seriously damage your business.

Consider a person who has recently undergone a divorce. For some, this may be seen as a negative change, leading to feelings of sadness and loss. However, for others, it may be seen as an opportunity to start anew and focus on personal growth and development.

According to a study by the American Psychological Association (APA), individuals who viewed change as a challenge were more likely to experience positive outcomes, such as increased resilience and adaptability. In contrast, those who viewed change as a threat were more likely to experience negative outcomes, such as anxiety and depression.

Furthermore, the way in which change is managed can also impact its outcome. Research has shown that when employees are involved in the

change process and provided with clear communication and support, they are more likely to view the change as positive and experience better outcomes.

Managing Digital Change

All of this is especially true in our highly digitized world, where change comes at you fast and frequently. The digital revolution has been going on for more than 50 years, but as technology continues to advance, the changes that it carries with it accumulate by a magnitude.

The speed of technical transformation continues to increase, and companies themselves are moving faster, collecting and analyzing data at unprecedented speeds. According to Tanguy Catlin at McKinsey, leaders in digital transformation move nearly four times faster than

less developed companies, and they do so with nearly twice the analytical power. ²

Four times as fast? That's hard to imagine, but it's all thanks to some companies adapting better to a digitized workspace. It's astonishing, then, that 21% of North American and European businesses feel like their digital transformations are entirely complete.³ I can guarantee you that 21% of companies are not digital leaders. Why? FUD.

Managing change in a digital world isn't completely different than managing other kinds of change—but it does require a different set of techniques, as well as a different mindset. The sheer speed of technology, as well as the rapid developments that come along with changes in the digital world, mean that you need to develop a mindset that can adapt to those changes quickly,

incorporating new ideas into your organization at top speed.

Digital change boils down to agility. In order to stay current, to keep from falling behind and getting passed by other individuals and companies, you need to learn how to develop an agile mindset, allowing you to quickly analyze new developments and determine which changes are beneficial. You also need to know how to incorporate those positive changes without losing too much time.

Take mobile technology. Designing your app or your website to best make use of mobile tech seems like a no-brainer. But you'd be surprised how many companies have no idea how the user experience affects their presence on mobile devices.

According to *Forbes*, more than 60% of mobile users wouldn't come back to a company

whose mobile app or website didn't work correctly. Even worse? Forty percent of users would visit a competitor instead.⁴

Talk about high stakes.

Of course, that's all easier said than done. Change is hard, and the bigger the change is, the more difficult it becomes. If you've ever had trouble ordering something different at your favorite restaurant, then you know how hard it is to make really meaningful changes.

Let's take a few minutes, then, to consider some of the roadblocks that tend to get in the way of our efforts to enact change.

Obstacles to Change

The following list doesn't include all of the obstacles you might encounter in your efforts to enact change. And I'll bet you dollars to donuts that you'll rarely encounter each one on its own.

But it does help to look at some of the most common obstacles that get in the way of change, so we can better understand how they keep us from effectively embracing change. Let's first look at the big three: Fear, Uncertainty and Doubt.

Fear

It's been a while since fear was in the mainstream as a motivational tool. These days, popular depictions of people who use fear to motivate their underlings usually cast them as monsters, as comedic, over-the-top tyrants, or as frightening oppressors only looking out for number one.

I'd argue that this is because we've all come to the realization that fear, quite simply, doesn't work. ⁵

Of course, there's still plenty of fear in the workplace, thanks to misguided managers, many of whom are acting more out of insecurity than anything. But the fact is, fear has a tendency to paralyze rather than motivate, and paralysis is the exact opposite of change.

Fear comes from any number of sources, any of which can get in the way of embracing change. Employees faced with adopting a greater number of digital components may feel their jobs are being threatened, especially when tech initiatives involve AI. "If I teach the computer how to do my job," the thinking goes, "why would they keep me around afterwards?"

It's a well-founded fear, of course, and it reflects a realistic concern that has to be addressed as part of the process of change. But whether fears are rational or not, they can make it difficult to rationally analyze change.

Instead, fear leads us to focus on short-term solutions, to take control of what is immediately present. We hold on tighter to familiar patterns, habitual ways of doing things, clinging to what we know well in order to ward off the fear that change can inspire. In order to break out of that mindset, people need to feel that their fears are being heard and that there is some effort being made to alleviate them.

Uncertainty

It's helpful to think of uncertainty as a first cousin to fear. In some ways, uncertainty is simply a specific kind of fear, one that accompanies a loss of control. You could say that most change is defined by moving from the known into the unknown and that move always carries with it some degree of risk. That risk can inspire more

than a little dread—which is unresolved uncertainty.

One of the biggest triggers for uncertainty is a lack of clarity. Whether that clarity refers to the end goals or the process of change itself, being unsure of where you're going or how you're going to get there can make even the most solidly grounded person uncomfortable.

I've heard more than one executive talk disparagingly about their resistant employees—usually managers—saying that the employee was having trouble giving up control in their “little domain.” To these execs, resistant employees were being troublesome because they were clinging too tightly to something that really didn't matter.

Except it really does matter. From the executive's perspective, that employee's feeling of control over their little fiefdom doesn't mean much. But to that employee, the “little domain” is

their entire world, and losing control of it is a serious blow to their identity. Without that role, who are they?

Of course, I'm not saying we should avoid change in order to spare someone's feelings. But it's important to recognize that feelings of uncertainty usually aren't superficial. When they start to affect us, it's because that uncertainty runs deeply into our very identities. It's no wonder that uncertainty can make change difficult.

Doubt

John Hittler, writing for *Forbes*, is a big fan of the “what if” question. In his view, “what if” is where change starts. Instead of asking straightforward questions with easily structured answers, like, “How should I get in shape?” he encourages his readers to reframe the question as a

more open-ended “what if” . . . “What if I transformed my body?”

In his view, this reframing can “force us to imagine or create, often calling forth strong emotions.”⁶ From transforming how you plan your

Be decisive. The road to success is paved with flat squirrels who couldn't make a decision!

family
vacation to
declaring your
intention to
attain a
previously

impossible goal, Hittler argues that “what ifs” can transform your thinking in powerful ways.

While I think the author is right that these questions can be powerful avenues to change, I think it’s also worth looking at how the “what ifs” can just as easily make change difficult, if not impossible—and it’s all because of doubt.

When you're developing new ideas, asking yourself "what if" questions is a powerful tool for imagining a different future. But for those tasked with enacting change—from management downward—the "what ifs" can quickly take over, becoming the voice for every anxiety they might be feeling.

What if I can't adapt to the new way of doing business? What if I don't have the skills or knowledge I need? What if I can't learn these new skills? What if it all goes wrong?

You can imagine how quickly these questions can spiral. One moment, you're worried about how this is going to change the way you work. The next moment, you may be asking yourself how you're going to feed your kids if you get squeezed out by AI. It doesn't matter how far-fetched some of these scenarios are; as soon as they hit, they can send you down a rabbit hole of worry.

For the most part, these “what if” questions are a matter of confidence. When change happens, it can make you start to question things, and if you doubt that you can not only abide by the changes but also use them as an opportunity to improve yourself, then it’s easy to let change completely derail you.

Fear. Uncertainty. Doubt. Those three obstacles are so big that FUD has become an acronym widely used and recognized on the internet. There are other obstacles to change, however. Let’s look at those next:

Timing

In an ideal world, change only happens when you have the time to fully plan out how that change will occur, giving everyone time to adapt to the ways the changes will affect them. You’ll be

able to lay out a clear strategy, understanding any potential pitfalls and every opportunity to leverage your advantages to their full benefit. And your team, champions that they are, will be able to totally engage with these changes, having had the time and training to take off the moment you say go.

But the only people who live in an ideal world are fairy tale characters. Instead, we're left with a much messier world, one in which time and circumstances are constantly shifting, and we need to be able to make changes as we go in order to keep up—or anticipate—those shifts.

This is especially true in an increasingly digitized world. Not only does technology advance by explosive leaps and bounds, but the sheer speed at which information comes to us and at which commerce is commenced means that we need to be

ready to turn on a dime, either to take advantage of opportunities or to avoid problems as they develop.

Even in the most agile organizations, making quick changes can be stressful. Without time for preparation, employees will probably feel even higher levels of fear and uncertainty, while leaders may not have had time to look for all of the potential outcomes of these rapid shifts. This raises the chances of some unforeseen complication creating a business catastrophe, one that may not be easily fixed.

Ultimately, you are going to have to make some quick decisions. In order to mitigate the risks, there are a few things you should do. It's essential that you establish an agile workplace culture, which we'll get to shortly. More importantly, though, you need to come to an understanding with your workforce over your expectations when it comes to change.

In any workplace, there are going to be times in which pressure builds. This is never truer than when you have to make a change without much lead time. Your employees need to understand that you're making decisions in the best interest of the organization, and they need to trust you.

By the same token, you have to be understanding when difficulties arise. Any change

*In times of confusion
and uncertainty,
therein lies great
opportunity.*

takes time to process, and while there's nothing wrong with pressure,

you won't be doing anyone any favors if you impose punishments on those who you feel are taking too long to get it.

Remember, fear isn't a motivator. Instead, recognize that it takes time to assimilate changes.

Assimilation tends to move faster in a supportive environment.

Habit

Perhaps the biggest obstacle to change is habit. I'm sure you've heard it before: It's how we've always done it, so why should we change? It goes back to that old chestnut: if it isn't broken, don't fix it.

It can be hard to fight this attitude. We humans tend to be creatures of habit. We have our way of doing things, whether it's how we take our morning coffee or the route we use to drive home. Changing that routine is an act of disruption, and depending on your mood, it can wreck your whole day.

It's the same with asking people to change how they do their work. Any time you make a change at the workplace, there's a chance that

some people will resist, based on nothing more than inertia. Your new way may seem more complicated, or it might take them longer. Disrupting the workflow usually means more work, at least in the short term, and some employees will have a hard time with that.

So how do you deal with those ingrained habits? Again, it comes down to building a culture in which change isn't the exception, but rather an expectation. You need to find a way to bake agility into the everyday mindset of your workforce, so that change is not seen as a hardship, but rather as a way of doing business. If an employee can't adjust to this mindset, then it may be time to move on.

Idea vs. Execution

One of the most common mistakes that organizations make is to treat ideas as changes.

Ideas, like talk, are cheap. They're a dime a dozen. Coming up with ideas can be the easiest thing in the world. But without execution, an idea basically lives in your imagination.

Don't get me wrong. Having ideas is a critical part of any business that is looking to innovate. You need creative ideas to avoid being passed by other companies. And while ideas may be easy to come by, good ideas are a little rarer. Still, an idea means nothing without the means and the will to put it into practice. You need the ability to translate those ideas into reality.

That's where your company culture comes in.

The most successful companies tend to be built as agile organizations, able to quickly take in and analyze large volumes of data. Then, they need to formulate plans based on the outcomes of that analysis. With the right company culture, you can

instill a forward-looking attitude that embraces the analytics process with the willingness to make changes based on the results.

Every other step in managing change in your organization starts from this basic understanding that change isn't planning—it's action. In essence, real change is the combination of ideas and execution.

Honesty

Many times, companies treat change as a secret. This can be for many reasons, from corporate security to uncertainty over how the workforce will react. They tiptoe around change, making requests of employees without giving them a sense of the bigger picture.

While many of these concerns are understandable (who wants to help train their potential replacement?), keeping changes secret

can only hurt your organization in the long run. Keeping secrets from your workforce can damage the trust between you and your employees, which can be demoralizing, hurting employee engagement. If you don't trust them to act responsibly as part of the company, then why should they commit to you?

On a more practical level, secrecy slows down change. If you're trying to avoid spilling the beans during a transition process, your workforce has to wait for each individual step. Without knowing what's coming next, it's difficult for them to be efficient.

Instead of keeping changes secret, you should do whatever you can to be open with your workforce from the very beginning. Sure, you can hold some things close to the vest, but bringing your staff onboard early inspires further trust and helps to align goals. You may have some

employees who decide to leave rather than change, but that can be a good thing too, since holdouts can drag down the pace of change.

Managing Fear

Honesty with your employees is a big part of managing the fear that's associated with change. Whether big or small, making changes necessarily involves risk, and it's important to acknowledge any fears that employees may feel as a result of those changes. Being open and honest helps people to deal with those fears, and it can bring your team onboard.

While honesty is the best policy, you should also be positive in your discussions. Your attitude goes a long way in modeling behavior for your workforce. You can discuss how things are going to change, but phrase it in a way that emphasizes why these changes are positive. This will go along

way towards reassuring them and thus quieting their fears, uncertainties, and doubts.

You can also point out how remaining static is a risk itself. No matter what, make sure your workforce understands that changes are for a good reason—the overall strength of the company.

Increasing Buy-In at All Levels

Most articles about change spend a lot of time focusing on getting the mass of your workforce onboard with your decisions. It's a fair point: if your employees don't buy in en masse, it's unlikely that your changes are going to be successful.

But real change needs to be able to happen from all levels. On the executive level, you need to be plugged into the entire change process, even if you're not familiar with all aspects of the process at the beginning. This is especially common for

tech CEOs, who may not have the level of expertise as others in the company. Because there are decisions that need to be made constantly, executives have to be fully engaged in enacting change from beginning to end.

Middle management may be at the most critical level for enacting change. These managers are the conduit for ideas, both up the chain and back down. This means that getting their buy-in is absolutely critical. According to Susan J. Ashford and James R. Detert, these are the people who connect the marketplace to the executives, connecting direct customer and supplier engagement with the executive level.⁷

The problem, though, is that middle management is often stuck in a difficult position, especially in organizations that have a strict top-down approach. When these managers are empowered by their superiors, however, they can

be powerful drivers of change within an organization, both for generating ideas and for building employee buy-in.

Of course, the final piece of the puzzle is your workforce. Getting them to buy into change is critical to keeping your organization running at peak efficiency. The best way to make this process as easy as possible is to ensure that your managerial teams have a good relationship with their teams.

This is especially valuable when managers can identify employees who serve as informal influencers. These employees are usually popular with the rest of the team and are often looked to as models for behavior. Recruiting these individuals as part of your efforts to create an agile company can go a long, long way in allowing you to reach your goals.

Train, Train, Train

Let's take a second and go back to that ideal world we talked about earlier, the one where we have all the time we need to plan for changes. In that world, we would have a roadmap for every new skill that your employees would need to develop, as well as enough time to ensure that everyone had the time to receive the necessary training.

Okay, that's enough dreaming. Here in the real world, there's no road map, and you'll never have enough time to develop new skills in your workforce to make the changes you'll need.

That is, you'll never have enough time if you wait to start training. You can't wait until you have a final plan to start your employee development programs. If you do, you're sure to get passed by other organizations with a larger, broader skill base.

But how do you know which skills are going to be most important? As with many things in this life, there's always a level of uncertainty, and you have to be somewhat comfortable with that. At the same time, there are a number of ways you can decide how you can make employee training work best for you—and your workforce.

First and foremost, you should be looking to keep abreast with your competitors. This means keeping your ear to the ground to know where other companies are directing their efforts. You should also keep an eye out for developing trends in technology, even if they don't seem to be immediately relevant to your industry. You never know—innovation in one field can quickly become standard across many industries.

Another tack is to partner with your employees to see what types of training and development they're most interested in. Not only

does this raise employee engagement, but it can also point out areas that you may not have considered. It can even help you to identify employees with the interest and potential for further advancement.

When it comes to training, you need to be creative and proactive. Reskilling and upskilling are buzzwords for a reason. Building an agile company means relying on an agile workforce, and the more broadly skilled your employees are, the more likely they are to succeed.

Alignment

Clarity, clarity, clarity. When you're embarking on a change, no matter what size, it's critical that you ensure the messaging of that change is coming through crystal clear. That means not just the end results, but the process for change, as well.

Fear and uncertainty are two of the most common obstacles to change, and they both result from a lack of clarity and communication. But when you ensure that organizational changes are transparent and that every person understands what you're trying to accomplish and how you're going about accomplishing it, then alignment has a tendency to take care of itself.

Alignment doesn't necessarily mean blind acceptance. People will continue to ask questions throughout the process of change and that almost always makes the end result stronger. But with a clear, singular goal, it's much easier for everyone to find a way to contribute towards reaching that achievement.

Go All-In

Nothing is more detrimental to establishing a culture of change than failing to commit to the

process. When you make a decision to enact a change, it's all too easy to hold something back, to be conservative on both time and money, in case change turns out to be too risky. That way, you've still got something in reserve, and you haven't put yourself totally on the line.

But I'll tell you this: not going all-in on a decision is the biggest reason changes don't succeed.

Not all poker players are good at the game. I've seen players go all-in on terrible hands and lose their shirts. But I've also seen that same hand win, with players holding great hands throwing in their cards after tossing hundreds into the pot, just because they got scared.

Now, which of those players do you think has more regrets?

I realize that business isn't poker. But as I've said again and again, there is no change

without risk, and when you decide to make a change, the worst thing you can do is only go halfway. When you decide to embrace change, you can't do it by half-measures. You either believe you've made the right decision, or you don't. And if you don't, then it's better to go back to the drawing board than take any half-measures.

Look, I'm not saying that you have to throw good money after bad. Sometimes, decisions don't work out how you think they should, and eventually, you'll need to find a new solution. But the surest way for change to fail is to not fully commit to the project. If you're not on board, how can you expect your organization to follow your lead?

Conclusion

Like everything in the great game, there's no such thing as standing still. You're either

moving forward or falling behind, and change is an integral part of determining which way you're going. Think of Billy Bean, the GM of the Oakland A's in Moneyball: that kind of commitment to change—not just as an event but as a process—should be the same commitment that drives you and your organization in an increasingly digitized world.

In our digital world, the rates of change are faster than ever. With an agile organization, you'll be better positioned to respond to any challenge, whether it's from outside your company or within it. Don't let FUD slow you down.

It is important for individuals and organizations to understand the impact of change and to approach it in a way that fosters positive outcomes. By providing support and resources for employees experiencing change and promoting a positive attitude towards change, organizations can

help ensure that change is viewed as an opportunity rather than a threat. Additionally, involving employees in the change process and providing clear communication and support can also lead to more positive outcomes.

Progress and growth are two of the most important words in business—but both of them are synonyms for change.

**ALMOST THE END! YOU STILL NEED TO
COMPLETE THE 7-DAY CHALLENGE!**

7-Day Change Challenge

Why Accept this Challenge?

If you're seeking personal growth and development, you need to commit to consistent effort. One way to jumpstart this journey is by taking the 7-Day Challenge. To succeed in this challenge, you must dedicate a little time each day to contemplation and reflection on the given topic.

The questions provided are only a starting point. If they don't resonate with your personal experiences, modify them to better suit your situation. This flexibility allows for a more

meaningful and authentic exploration of the subject matter.

When you commit to this challenge, you're making a decision to actively engage with your thoughts and emotions. Writing down your reflections is a powerful tool to solidify your insights and gain clarity on your internal landscape. This daily practice can have a profound impact on your overall well-being.

Approach this 7-Day Challenge with an open mind and willingness to explore. You may uncover aspects of yourself that you weren't previously aware of or gain a deeper understanding of your values and priorities. This challenge's benefits extend beyond the initial 7 days, and the act of carving out time for introspection and self-reflection can become a habit.

Ultimately, this challenge is a powerful tool for anyone seeking to enhance their self-awareness

and personal growth. By dedicating a small amount of time each day to contemplation and reflection, you are taking an important step towards a more fulfilling and meaningful life. Upon completion, commit to re-reading and updating this challenge when you find yourself challenged by this concept in the future.

A 7-day Challenge provides a roadmap for achieving your goals by breaking them down into smaller, achievable tasks. By having a clear challenge, you can stay motivated and focused on your goals. Each day's challenge builds upon the previous day's, creating momentum towards the desired outcome. Additionally, having a plan can help you stay organized and prioritize tasks based on their importance and urgency.

A challenge can help you overcome procrastination and stay accountable. By having a clear outline of what needs to be done, you can

avoid feeling overwhelmed and take action towards your goals. Furthermore, having a plan can help you track your progress and make adjustments as needed.

Overall, a 7-day Challenge is a powerful tool to focus on a particular issue and provide greater insight, bringing an area of concern into your comfort zone.

Day 1: Acknowledge the Change

The first step in achieving a positive outcome relative to change is to acknowledge that change has occurred. Take time to reflect on the change and the impact it may have on your life. By acknowledging the change, you can begin to accept it and move forward.

NOTES: _____

Day 2: Identify the Positives

Every change, no matter how difficult, can have some positive aspects. Take time to identify the positives that may come from the change. This can help shift your focus from the negative aspects to the potential opportunities and benefits that the change may bring.

NOTES: _____

Day 3: Focus on the Things You Can Control

Change can often bring feelings of loss of control, but it's important to remember that there are still things within your control. Focus on the things you can control, such as your attitude and response to the change. This can help you feel more empowered and in control of the situation.

NOTES: _____

Day 4: Embrace the Change

Embracing change can be difficult, but it can also be liberating. Look for ways to embrace the change and find opportunities for growth and development. This can help you see the change as a positive and transformative experience rather than a negative one.

NOTES: _____

Day 5: Seek Support

Change can be challenging, and it's important to seek support from friends, family, or a therapist if needed. Talk about your feelings and concerns regarding the change and seek advice and guidance on how to navigate through it. This can help you feel more supported and less alone in the process.

NOTES: _____

Day 6: Take Action

Taking action towards the change can help you feel more in control and empowered. Identify small steps you can take towards your goals and take action towards them. This can help you feel more accomplished and motivated towards achieving a positive outcome.

NOTES: _____

Day 7: Contemplation

Take time on Sunday to reflect on your journey throughout the week. Think about how far you've come and how you can continue to move forward towards a positive outcome. Use this time to reflect on what you've learned and how you can apply it to future changes in your life.

NOTES: _____

In conclusion, achieving a positive outcome relative to change requires acknowledging the change, identifying the positives, focusing on the things you can control, embracing the change, seeking support, taking action, and taking time for contemplation. By following this 7-Day Challenge, you can learn to navigate through change with a positive mindset and achieve a positive outcome.

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About The Author

Wes Berry is a Keynote Speaker and Workshop Facilitator with the professional skills and real-life experience to deliver on any stage. He works with Fortune 500 companies like Johnson & Johnson to smaller businesses and associations of all sizes that are seeking a breakthrough experience. Wes changes lives and transforms organizations by delivering a Paradigm Shift. He has written sixteen business and success books and is a *Wall Street Journal* best-selling author and TEDx speaker. As an entrepreneur, he built a \$750 million international company that operated in 130 countries.

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