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STEPS TO
INVITE CHANGEBy Dr. Rob McKenna

We work with so many organizations whose first question is,
 "How do I get my problem people to _____"
 (you fill in the blank)

There are different ways to arrive at a place of change, but there's one we recommend:

- YOU CAN TALK ABOUT CHANGE
- YOU CAN FORCE CHANGE
- YOU CAN MANIPULATE CHANGE
- YOU CAN REPRIMAND NON-CHANGE
- **YOU CAN INVITE CHANGE**

There may be a time for all of these, but most of us are interested in the last one for a deeper and more sustained change that comes from within us. And, the last one is likely the one we struggle with the most. Inviting change is all about intrinsic motivation and efficacy.

A person is motivated from deep within, and their agency (their belief that they could do it) is heightened. Here are the five steps to inviting change...

1. CHANGE BEGINS THE MOMENT INTENT IS TRIGGERED

- Structure the invitation from the very start. The intervention begins the moment someone realizes there's a possibility and a hope.

2. COMMIT TO THE CHANGE

- They won't trust it at first, but they will if it's honestly about them. To invite every person into their own limits, their own inner "imposter". By the way, we are not imposters, we are human. Change for all of us requires us to see the imposter, and realize it's about being human.

3. COMMIT TO CONFIDENTIALITY

- Trust takes time to build, and it can be quickly broken.

4. VULNERABILITY STARTS FROM THE TOP

- Redemptive change from a vulnerable leader inspires those who thought that leaders need to have it all figured out. Authenticity breeds authenticity.

5. ASK RECKLESS AND REPEATED QUESTIONS OF WORTH

- Honest questions invite the real story out. This is why simple repeated questions have impact... "Do you believe you could better serve those on your team?" (Repeat it three times to experience the impact.)