



# RESPONDING TO CHANGE

## INSTANT SALES TACTICS

*One of the most common phrases you hear today is that there is nothing permanent except Change. We may think that Change is something new, but that phrase is first attributed to the Greek philosopher Heraclitus, who lived around 500 BC.*

*Change has been a constant forever, but it may be true that the nature of Change is now faster, more frequent and non-linear.*

## PERMANENT Whitewater

In his book, *Learning as a Way of Being*, Dr. Peter Vaill used the metaphor of Permanent Whitewater to describe the Change we are all experiencing. In years past, the river was calm. We could count on things being more or less the same from year to year.

But the river started running faster, with more and more turbulence and challenging rapids. In today's world, we are constantly in the rapids. There is no calm, there is no "getting back to normal." In Permanent Whitewater, constant Change **is** the new normal.

## RUNNING the Rapids

Experienced river rafters know the secrets to running in Whitewater, and these secrets can be applied when responding to Change in life. Here's a couple of the most important:

- **Paddle together:** work as a team, not as a group of individuals.
- **Look farther down the river:** try to see the bigger picture instead of focusing on each Change.
- **Prepare to get wet:** nobody comes back completely dry, so prepare for how the Change will affect you.
- **Leverage the rocks:** the trick is not to avoid the barriers (you can't), but to hit them in such a way that you bounce off in the direction you want to go.

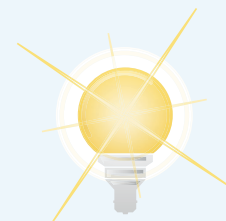
You're in the river. The rapids are approaching. The only choice you have is how you will respond.

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

”

*John F. Kennedy*



## RIGHT NOW ACTION STEPS

- ▶ List the changes that are affecting you today.
- ▶ Identify how you will respond to each change in order to get the results you want.