

THE PROCESS OF CHANGE

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Why is Change So Difficult?

When you think about it, personal development is simply about the process changing lives – changing our own life in particular. It's about overcoming the obstacles that prevent us from getting what we want and being who we want to become.

The challenge that makes change difficult at any level is due to the fact that it involves doing things we have never done before (or at least done well.) However, if we understand the “how-to” process - it eases the amount of pain of the unknown and shortens the amount of time it takes to achieve what we want.

This E-book is designed to give you the missing piece of the puzzle - the how-to that I call “The Process of Change.”

How does change begin? It truly begins when we start having a direction and a vision of where we want to go and who we want to be. We then discover that we are not satisfied with the results we are currently getting. In other words, it begins with us being dissatisfied with where we're at and then transforms into us wanting something more or something better. This theory reinforces the concept that change begins with ourselves.



In 1981 I attended a seminar taught by my mentor Jim Rohn, and I heard him say for the first time, “For things to change you have to change; for things to get better, you have to get better.” When I heard this phrase it became permanently implanted into the frontal lobe of my brain.

However, after I hear things, I often start asking myself questions. I'll start by writing things down, and then I'll go home and look at them. That's right - I actually look at my notes when I go home! So, after this event, I started looking at this phrase, “For things to change, you've got to change.” And, I began to think to myself, “Wait a second, why is that? Why is it that for things to change, I have to change?” The more I thought about it, the more that I understood it.

Do you know why the phrase, “For things to change, you've got to change” is true? Because things don't change, people do.

Let me ask a few questions:

Is there corruption today?

Is there injustice today?

Is there poverty today?

Is there wealth today?

Is there exuberant wealth today?

Do we have all of these things today?



Now, let me ask the second part of these questions:

Did we have these things 100 years ago?

Did we have these things 1,000 years ago?

Did we have these things 2,000 years ago?

The answer is yes - because things don't change. However, what we can change is how we respond to these things. That is what is going to make a difference. One of my other mentors would say, “Problems are not the problem. It's how you respond to the problem that's the problem. The situation can either be a problem or a profit, and which one it becomes really depends on us.



So, we've established that personal development demands change, and also that change is difficult at any level. Why is this the case? It's because change requires us to do something different than what we've done before. Anytime you do something different, especially the first time, it seems a little difficult until we get accustomed to it.

So, it's true that the process of personal development demands change - and change demands choice. Once we've made the choice then this demands a commitment to the process of changing. Through the rest of this e-book, we'll talk in detail about this process.

**THE TWO TYPES
OF CHANGE:**

**MINOR CHANGE
VS.
MAJOR CHANGE**

MINOR CHANGE

Many of us have heard the story about the young grandson sitting on the porch with his grandad and his dog "Bear" laying next to him.



The story says that the young grandson notices that the dog keeps squirming. He asks, "Hey grandad, why does Bear keep squirming?" The grandad replies, "Because he's lying on a nail." The dog continues squirming, so the young grandson asks, "What's wrong with Bear? Why doesn't he get off the nail?" His grandad then replies, "Well, it doesn't bother him enough yet."



You see, it's the same with us. We don't think about changing things until they bother us enough. Until the pain of remaining the same becomes greater

than the pain necessary to change - we're not going to make even minor changes.

However, there is a point when that pain of living the same life, in the same house, driving the same car, living the same lifestyle, having the same type of vacations, and when the pain of keeping what I'm living with now starts affecting us. When this pain becomes greater than the pain and the price that it's going to take to make the changes necessary to make us better, only then will we change.

Dissatisfaction is the greatest motivation to begin the change process.

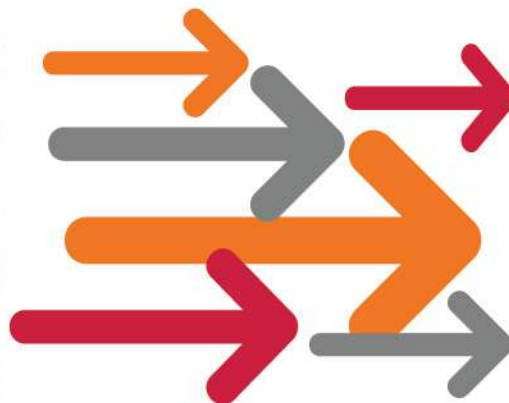
So the question I have for you is - how happy are you with where you are at right now?



MAJOR CHANGE

When we are ready to bring about a change in direction or transformation in our lives or business, then this involves more commitment. This commitment is what is called a major change.

A major change is different because it is like going from being captive crawling to flying freely. The best illustration of this type of change is the transformation of the butterfly.



The butterfly goes through a major change - and it doesn't happen overnight. When we are ready to bring about a major change in direction or transformation in our lives or business - it doesn't happen overnight either. Similar to our change, the way the butterfly transforms is by going through a process - and it's not easy! First, let's explain how the transformation works.

THE PROCESS OF CHANGE

At the start of this transformation, the first thing the caterpillar does is to hang upside down on a twig or leaf and to create a cocoon around itself. It then dissolves itself into a mush and dies. During this process, the mush then transforms into a beautiful butterfly.



The cocoon stage is designed to destroy all that is holding us back and everything that is keeping us from becoming what we want to become. We then replace the destroyed things with those things which will help us to break out of the cocoon and reach our potential.

Isn't it amazing that this captivated, crawling caterpillar has to go through a major change to become a beautiful butterfly that flies freely?



Now, let's break it all apart to see the lessons learned from the different stages of the transformation process.



At the start of the process the caterpillar shuts themselves off from the rest of the world. This part of the process is necessary to jumpstart the transformation.

In comparison, many successful companies plan an annual retreat at a location outside the office to focus on the changes necessary to reach their goals and objectives. They need to separate themselves



from the everyday activities of work to eliminate the day-to-day distractions. It's a time to review, evaluate, eliminate and create.



However, I believe this is important for us to do individually as well so that we have a specific time to develop and improve ourselves. We need to get away and look at our own lives so that we can review, evaluate, eliminate. In this time alone, we can plan a life that, by design,

will make a greater impact on ourselves, our companies, and humanity.

During this “away” time, we need to review what we have been doing and why. This away time provides a great space in which we can remember and reconnect to our purpose and objective. We can also evaluate our activities and thinking with regards to their efficiency and effectiveness, eliminate the things that are holding us back, then create better ways to fulfill our purpose.



One of my favorite sayings is, “Good things are the enemy of better things, and better things are the enemy of the best things.” In other words, don’t get distracted by focusing on the good things. Part of this process is figuring out some of the following questions:

As a Company:

- » What are the habits that we as a company can eliminate to make way for progress?
- » What is it that's holding the company back?
- » What are the habits that need to change for things to change?

As An Individual:

- » What things in my personal life do I also need to eliminate?
- » What is it that is holding me back or slowing me down as an individual?
- » What are the habits that need to change for things to change?

Some people are plagued by not knowing what to do and what is wrong, and the answer is simple. Look at the obstacles. Once we ask ourselves these questions and discover whatever the obstacles are - we can now pick the one that is the biggest. This obstacle now becomes our 1st and immediate goal, and also becomes where we now need to focus our attention.



Then, we ask ourselves, "What are the obstacles to this specific goal? These new obstacles become our 2nd goal. The best part about this process is that I now don't have to concern myself about 1st goal. I only need to focus on the 2nd goal - because if I can reach that goal, it will equip me to overcome the obstacles of the 1st goal & help me to reach my objective.

This process brings us to asking ourselves the next question, "What are the things that are preventing me from overcoming the obstacles in the 2nd goal?" Guess what - the answer is more obstacles! Now, the biggest of these obstacles is our 3rd new goal. We continue this process, asking the question, "Why don't I have that?" until the answer is, "There are no obstacles!" What we'll find through this process is that there is only one reason we don't have this goal - it is simply a lack of doing the right activities.

At this point – this is where change demands choice. We now simply need to make a choice to carry on the activities that will start the step by step process. Stephen Covey in his book “The Seven Habits Of Highly Effective People,” says begin with the end in mind.



That is what we have done here. We began with our ultimate objective and worked backward to the beginning so we could go step by step, goal by goal until we've reached our objective. When we begin with the end in mind and then figure out why we don't have what we want -

we find that it has nothing to do with what we don't have. It's really about something we haven't done. This means that the only thing that is preventing us from reaching our objective is the choice and commitment to carry on the right activities. All we have to do is focus on the activities that are immediately in front of us to reach that main goal.

If we will begin with the end in mind and chart out our obstacles and resulting goals, what we'll end up with is a step by step process of accomplishing your objectives.

HOW TO CHANGE

OBJECTIVE

Obstacles

GOAL

Obstacles

GOAL

Obstacles

GOAL

Obstacles

ACTIVITIES!

The second part of this process that is similar to the caterpillar in the cocoon is deciding that we need to die to the old ways to make way for the new ways. We need to replace those activities, habits, and thoughts. The catch is that we can't just get rid of the old way of doing things; we have to replace it with something better. It's called an exchange. Instead of saying, "I am not going to do this or that anymore," we would instead say, "I am going to do this instead of what I was doing." Using this process, you now have positive reinforcement for what you have eliminated.

We need to eliminate all other distractions, whatever takes us away from our immediate goal. We've got to get rid of those distractions (even if it's only temporarily) and focus on our goal. Once we know our specific goal - we know where to put our time, attention, and energies.

THE FINAL STAGE

of Coming Out of The Cocoon

The final stage of the transformation process is similar to the butterfly coming out of the cocoon in that we are free to develop ourselves and fly.

Now that we are free, how do we grow? Since we've already gone through the process of figuring out what is holding us back, we can now move on to the process of realizing our purpose. Here are some questions that we can ask ourselves:

What is my objective?

What do I really want?

Who do I want to be?

What do I want to do?

What do I want to have?



Notice that the questions always begin with thinking about who you want to be because who you are determines what you do, and what you do will determine what you have.

So, let's start with the first couple of questions, "What is it that I want? What is my objective here?"

Some people want to have a good family life.

Some want to go on vacation.

Some want to send their kids to private schools, and some want to take trips around the world.



It's funny that a lot of these types of goals are based on spending time with family and loved ones. Society has taught us to do whatever it takes to reach our objective. Even though we want to

do all these things with our families – we work extremely hard to accomplish this to the point that we forget about our family and personal priorities. Then, once we reach the position, fame, and fortune that we THINK we want - our family and personal priorities are damaged because we have neglected them.

Now that we can travel and do all those things that we want – the people we were doing them for are not with us. The tragedy here is that we have reached what we thought was the goal, but we have missed the main objective. Never sacrifice your values and your integrity to reach the end goal - because you'll miss the joy of the goal.

So we have looked at change, both minor and major. Hopefully, we've realized by now that it is simply a choice. I am sure we all know that choices are easy. For example, it's easy to say things like:

"I am going to lose weight."

"I am going to save money."

"I am going to learn a new skill."

"I am going to get better."



Making these types of choices is easy because they point us in the right direction. However, no matter how clear the vision or how equipped we are to make it a reality, we still have to go through the step-by-step process to make it happen.

We have to commit. We have to say, "I will. I will until!"

Try won't fly. Trying is like skydiving - you can't try skydiving. You can't say, "Ok, I'm going to try this skydiving, but if I don't like it, then I'm coming back. It doesn't work that way. If you're going to go, you're going to go. You have got to commit! But when you commit that's when things happen. That's when you begin to experience things you never thought possible!

**That's when things changed...
because YOU HAVE CHANGED.**

IT'S TIME TO TAKE THE NEXT STEP

I hope that you have found this e-book on The Process of Change useful. Hopefully, it is a great first step towards discovering my ability to help you to maximize both you and your team's lives.



"I BUILD PEOPLE, PEOPLE BUILD A BUSINESS"

DENNIS DOWDELL

I have spoken to diverse groups of people on a variety of subjects - from small groups of people who need to develop their leadership skills to large stadiums filled with tens of thousands of people wanting inspiration about the possibilities of a better life and a brighter future. It has been my passion for the last 40 years, and I continue to do it to this day.

However, it's easier than ever to gather information - all it takes is a click of a button on the device we all hold in our hands daily. There are also hundreds of seminars that you can attend designed to get us all fired up.

Reach out to me by visiting <http://www.maximizeyou.com> or by emailing me at dennis@maximizeyou.com. Let's talk about what you need to get your team to the next level of productivity in life or business.

I look forward to meeting you - this is going to be fun!