



Paul Winter , CEO

Email at paul.winter@corpra.co.uk or call 020 7932 5700

Why is it hard to change even when the need is obvious?

There are many barriers to company change. Not unlike the tenets of Darwin's theory of evolution, these can largely be classified as **circumstance, capability and motivation**.

Our interest lies in exploring how closely these three survival issues are linked in effecting change and using these forces in your own organisation. In our **next series of seminars** we will be debating these issues and we will also look at the five unique characteristics of all organisational Types, giving you the chance to compare your organisational type to these models and accordingly decide which change plan you can sustain; thus saving you vast amounts of time, money and energy.

In the animal kingdom, parallels to these characteristics are everywhere. A rescued lion cub must be released back into its environment as quickly as possible, or it will not have learned the right survival skills at the right time to live in the wild. In turn we will look at case studies where over-protection has led employees into redundancy and companies into extinction.

In the wild, survival of the fittest, rules; but who is fitter in one area of the environment may not be fittest in another; the Pride leader may be king of the Serengeti, but how good is he at operating on the mudflats of the Zambezi? He'll try his hardest, of course, because that's his survival instinct. But should he really be trying to compete with the hippos and crocodiles that really rule the pond there? Or should he take the pride back to the antelope-filled grasslands he operates best in?

Equally in the commercial world, there are **different types of "fittest"**. One business shouldn't compete with another from a different environment. But it doesn't stop some firms trying.

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In business, we instinctively know when a mismatch is going on when some new "flavor of the day," project starts consuming resources and filling our businesses with negative energy. We do not stop it because our personal survival instinct for our role within the pack kicks in. We protect our own bit of the Serengeti. This is when leadership should overrule our personal survival instinct and lead our companies away from the salt-flats and back onto the high plain in the group's interest.

BBC Radio 4, The Financial Times and **The Sunday Times** have recently asked us to comment on these topical and connected issues.

Commenting on the potential postal strikes for the BBC, we stated that the key question The Post Office should be asking is: 'What does the tax payer actually want, and how do we provide it in a way that has relevance in the modern economy?' This should be driving the business , not the out dated "everywhere for everyone" model.

In an article in the Financial Times, we commented on the new IFA regulations that have been put in place to solve miss-selling. Our argument is that it is not just about the 'rules', people need to be educated to adopt new behaviours, and punishments for miss-selling need to be severe if the industry is to survive in the long term.

And finally, only this week we lobbied to keep the change in public service going and not let it grind to a halt because 'it's all too difficult'. Getting managers and staff – who have behaved the same way for 25 years to come to terms with change is challenging – so moderate the pace. But at the same time, in the Sunday Times on 5th September, we also noted that the tax payer was contributing £85m p/a to public sector unions who are actively resisting the Government's changes. Public sector change initiatives need a helping hand, not taxpayer funded resistance to change.



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In short, in an ever changing climate, adapt and change or become one of the extinct species of our business world. People must behave in a way that is suitable to a specific environment and adapting the dynamics of change is the skill of survival.

Recognising the changes in circumstances early, identifying the right capabilities to react and using survival of the group as the motivation is the job of the leader.

These are the issues we will be discussing at our Autumn Seminars. We will ensure that you leave with a clear understanding of what your environment means, how it evolves and reproduces improved behaviours, and how to create the right conditions to survive and grow.

These seminars are free to you, what we want in return is your presence and passionate contribution to the debate.

Keep an eye on your emails for the dates. You could let me know **now** if you want to reserve any places. I hope to see you in a few weeks.

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