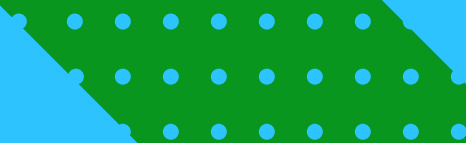


# WHY PEOPLE FEAR CHANGE

AND WHAT YOU CAN DO ABOUT IT!

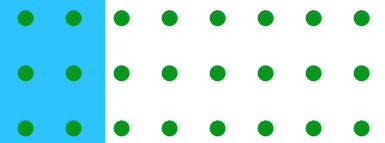


PRESENTED BY:  
PROSPECT BOOMERANG



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# WHY PEOPLE FEAR CHANGE



When meeting with coaching clients for the first few times I keep this list handy to see if any of the items on it continue to resurface during our conversations. More often than not, they do. You see, most people (especially agents) are afraid of change and your ability to help guide them through that change will put you in a unique place in their mind. The position of a trusted advisor that allows them to write the story for themselves that they want instead of the one they have been "saddled with"!

- They don't want to change. They find reassurance in the status quo.
- Their environment is holding them back.
- They've tried to change in the past, failed, and have given up.
- The benefits of change are unclear.
- They don't react well to criticism.
- They're suspicious of your motives (i.e. fear of manipulation)
- They see little incentive to change.
- There's no support (or resources) for change.
- Change threatens their self-image or undermines their self-confidence.
- They're overconfident or arrogant.
- They fear their weaknesses will be exposed.
- They're too lazy and undisciplined.
- Change requires giving up something they presently value.

# WHEN SOMEONE IS ADVERSE TO CHANGE HERE ARE WAYS YOU CAN CONSTRUCTIVELY HELP THEM MOVE FORWARD.

## SHARE A COMPELLING PURPOSE

Human nature immediately descends into doubt and fear when unexpected change happens because of the unknown. Helping them understand the "WHY" naturally helps reduce those stressful and paralyzing feelings.



## THE ONLY CONSTANT IS CHANGE

Many people who have worked through large scale changes in their business agree the most threatening factor to the process is having a variety of unspoken expectations! Be clear in your messaging that includes a call to action for everyone to be outspoken with their legitimate concerns.

## EMBRACE THE CYCLE

Change is not one size fits all. People process and embrace it at different times in different ways. As the leader you need to be patient. Do not sugar coat negative aspects, don't underestimate others ability to contribute, and do not rush it if you want it to be a successful transition.



"HOW WILL THIS AFFECT ME AND MY ABILITY TO SUCCEED...".

## THE "WHAT ABOUT ME" PRINCIPLE

Change, especially when unexpected or drastic, causes people to dwell on the impact on them first. Instead of explaining "this is what is going to happen to us" consider "we are making this change and have prepared for it but what are your concerns". That way of relaying it will confirm with them that the change is an opportunity for them not an obstacle because they are being offered a chance to be part of the solution.

