



# “How to become a Change Maker”

Philip Atkinson

# How to become a Change Maker



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- Change Arena
- Key Actors
  - Sponsors
  - Change Agent
  - Targets
  - Stakeholders
- Change Skills



# How to become a Change Maker

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- Your Identity & Style
- Personal signature
- Your SWOT
- Resistance
- Read objections



# Audit how YOU Influence?

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- Identity
- Beliefs
- Values
- Behaviour
- Skills
- Environment



# What do others Receive?

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- Mirror
- Words and attitude
- Tonality
- Physiology and posture
- Conscious



# Manage Expectations

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- Water Tight
- Inoculate
- Objection Handling



# Manage Relationships

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- 'Know self'
- Identify 'hot' and 'cold'
- Rapport



# Self Discovery

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- Complete Profile
- Explanation
- Application



# Energy

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- **Extrovert**

- People & Things
- Many relationships
- Speak then reflect
- Socially skilled
- Short attention

- **Introvert**

- Concepts and Ideas
- Selective
- Reflect then speak
- Introspective
- Long attention



# Perception

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- **Sensing**

- Five senses
- Concrete & Tangible
- Objective
- Sequential & Method
- Present
- Small chunks

- **iNtuition**

- 'Gut'
- Imaginative
- Subjective
- Random patterns
- Future
- Big chunks



# Decisions

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- **Thinking**

- Impersonal
- Logical
- Task priority
- People 'out'
- IQ

- **Feeling**

- Personal
- Values
- People priority
- People 'in'
- EQ



# Life Style

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- **Judging**

- Closure
- Ordered
- Impatient
- Bottom Line
- Speed
- Lists and targets

- **Perceiving**

- Open
- Spontaneous
- Patient
- Holistic
- Flexible
- Casual



# Application

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- Use this approach successfully
  - Meeting new people
  - Working with others
  - Resistors
  - Critical that we influence others



# Summary Introvert or Extrovert

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- Sequence: 'talking and thinking'
- Focus: People or Things
- Body Language
- Time Preference – People or Plans



# Summary Sensing or Intuitive

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- View: Details or Big Picture?
- Preference: Data or Opinions?
- Evaluate: 'Road Map' or 'Just Know'?
- Action Steps: 'ordered sequence' or 'big chunks'?



# Summary: Thinking or Feeling

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- Preferences for evaluating decisions?
- Sequence of logic and emotion
- Decisions: 'personal values' or 'logical analysis'



# Summary: Judging or Perceptive

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- Organising the project?
- Structure or flexibility?
- Review decisions?
- Impatient or Patient?



# Selling Change to Others

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- Plan - objections
- Know self
- Listen and cues
- Gain rapport
- Look for 'hot' and 'cold'
- Address objections 100%

To talk about your business and organisation development call, email or write to us

### **Philip Atkinson Consultants Ltd**

The Coach House, 4 Shandon Terrace, Edinburgh EH12 9PB Tel 0131-346-1276 or 07779-799286

### **Woburn Consulting Ltd**

White Clarke House, Woodlands Business Park, Breckland, Milton Keynes MK14 6FG Tel 07779-799286

Website [www.philipatkinson.com](http://www.philipatkinson.com) or [www.woburnconsulting.com](http://www.woburnconsulting.com)

Email: [AtkinsonConsult@aol.com](mailto:AtkinsonConsult@aol.com)

### **Additional Information on Influence and Change**

Free Downloads <http://www.philipatkinson.com/downloads-managing-change-articles.htm>

Resistance to Change Article: <http://www.philipatkinsonconsulting.com/pdf30.pdf>

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