

Change Magic

The evolutionary approach to change engineering and
organisational problem solving



Peter Freeth

Published by

Communications In Action

2005

Change Magic

First Edition – March 2005

ISBN 0-954-57482-6

ISBN 978-0-954-57482-6

Communications In Action 2005

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Change Magic

Why Change Magic? Because truly great magic is fast, simple and elegant. No matter how hard you look, you can't see how they 'do it'. Great magic doesn't need elaborate props, caged tigers or beautiful assistants – although if you insist on having your own beautiful assistant then don't let me stop you!

Great magic is based on a simple premise – that people only notice what they notice. Magicians use this to divert attention away from the secret pocket or palmed card. You can use this to effect change that is an elegant evolution of what works best in your organisation. By focussing your attention on “change”, you are drawing people's attention to it and giving them something to worry about. By focussing your attention on results, outcomes and continuity, you allow change to go unnoticed.

Of course, there's more to it than this - Change Magic is also about effecting elegant, systemic change. Complex systems, including companies and people, have many interdependent parts. When problems occur, the cause is often in a different part to the effect. The effects, or symptoms, are often visible across the system, giving the impression that there are many problems. In fact, there is often just one single part of a system that needs a little drop of oil.



Change isn't something you do – it's something you notice after it has happened. As a Change Magician, you will learn how to put change

where it belongs – in the past. Change is just what you perceive when you notice a difference in your sensory perception over time. You look at something, then you look at it again an hour later. If it's different, it has changed. This means that people tend to notice some differences and not others. Some things change and others stay the same. In fact, everything changes and everything stays the same, depending on what you notice. This has a very important consequence for that corporate habit known as change management, and we'll talk about it later.

Does the future hold more change? Of course it does – but that doesn't mean constant change for the sake of change. Certainly, some people do need change and novelty and these people will be your beautiful assistants. Some people will resist change with their last breath and these people will be your caged tigers.

The point is that they are all useful and they all play an important part in the show. You need beautiful assistants to show you what is possible. You need caged tigers to show you the danger that lies ahead. Use them both wisely.

One of the most important things about change is that people – and therefore companies – make it much bigger and louder than it needs to be. They make something out of nothing.

When Change Magic happens, you must be prepared for people to notice...nothing at all. There may be no elaborate project names, no logos on mugs, no ticker tape parades and no thanks. As a Change Magician, you will just perform your magic and move quietly on.

You don't need to follow the 6 step change process or the 19 stage coaching model. You don't need to learn any number of other people's habits, even though they may have been effective for other people, somewhere else, in a different situation. Change Magic is concerned with results, not process. Some people don't like this. If they can't see the steps of the process, they can't figure out what happened. The fact that they're living happier, easier, more successful lives is not enough. They need proof.

As Groucho Marx said, “Who are you going to believe? Me, or your own eyes?”

Change Magic is also concerned with unlocking your own potential. You don't need to read about what worked for someone else in a different time and place. You just need to have the confidence and commitment to get the results that you know you can get when you are at your peak. You don't need to learn and recite anyone else's habits - your own are perfectly good since they have served you well throughout your life. All you need to do is have faith in your own talent and ability to take action. If you're wondering how to do that, read on.

Change doesn't exist. Over time, we notice that things are different. We call it change, but a change never really happened. Things are different but change does not exist as a thing in itself. You can't put change in a wheelbarrow. You can, however take some things out of a wheelbarrow and put different things in it.

Change Magic is not only about change. It's about magic. It's about people waking up one day and finding that things are bigger, stronger and better. It's about constant evolution. It's about people looking on in amazement and asking, "How did they do that?"

Reading this book once and then leaving it on a bookshelf to gather dust is not the way to get the best from it. Read this book and then take action. Don't sit around and think. Don't read another book. Go out and start making a difference, right away.

Why are you still reading? Go and do something!