



TIP OF THE WEEK

June 5, 2007

Are you familiar with the word WIIFM? W-I-I-F-M?

It stands for "what's in it for me?" Our practice deals with a lot of change management. In order to be successful, organizations need to make sure the people that work there buy-in to where the company strategy is taking them. You know, change their hearts and minds and their feet will follow.

Google "change management" and you will get a tremendous amount of hits. My friend Bob says. "Change the people or change the people." What he means is, first try to get them to come along. But if you can't, or they are unwilling, you may be forced to hire different people.

So, I like to start with WIIFM – what's in it for me. Where ME is the person that we are trying to change. Look at the issue from their side. How many times have we asked them to change? How consistent are we? Do we lurch from new project to new project? Maybe they feel they can just wait us out and we'll move onto the next great idea.

In my judgment, telling someone that the WIIFM is "having a job tomorrow", is never enough. And "making the company more competitive so they have a job three years from now" is way too squishy. As leaders, we need to make a specific case as to why what we are doing is the right thing, how each employee will benefit and what specific action they can take today to help us win.

Good luck. Work **ON** your business. Stay in touch.

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