

Leadercast

# shift



## Shift: Listen. Learn. Lead.

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**Shifting is a growth engine.** As leaders, we must create internal momentum to drag our organizations forward externally. Otherwise, we miss the opportunity that today's culture is providing us. We have to be nimble and willing to change; if we refuse to shift, we end up getting in our own way.

Systems control behaviors. Organizations do what they're organized to do whether it's what needs to be done or not. We become so comfortable with how we do what we do that we lose sight of why we're doing it and who we are doing it for. We can't fall in love with the product or approach. We should marry our mission — the problem we're trying to shift — and simply date our model.

Every industry is stuck. Not broken, but stuck. Someone is challenging the assumptions in your industry and messing with the rules to the prevailing model. In response, we should remain appropriately paranoid; only the organizations that embrace shifts will thrive.

### Main Points

What would my replacement do? This question can bring clarity, energy, and courage. Don't be a coward or get too tired to do what your successor would do.

Who am I listening to? Who is the most persuasive person around you? Is that the right person? If their paycheck, tenure, or reputation is tied to the status quo, they will empower you to resist change.

What do I believe is impossible to do? What do I believe is impossible to do in my field, but if it could be done, it would fundamentally change my business?

“We are all just one refusal to shift away from becoming irrelevant.”