



The
Science
of **EDGE**

THE KNOWLEDGE TO MASTER THE NEW SUPPLY CHAIN

Understanding, Leading, and Championing Change

Track 1 Session 1

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Abstract

Once you get your “Edge” you’ll need to do something with it....create change for the better. In this informative and inspiring discussion, our accredited coach will take examples from history and everyday life to help you understand both the drivers and resistors of change. More importantly, he will help you learn how to use this information personally and professionally when leading a change effort for an organization, a team, an individual, or yourself. You will be on your way to understanding yourself, as well as others' motivations and tendencies towards change and how to more effectively lead people to successfully apply the Edge.

Our Time Together

- **The nature of change**
- **Managing vs. leading change**
- **The tools you need**
- **How to apply them**

**What are your
thoughts when I say
the word . . .**

Change

Your Experience with Change?

Change is all about *Choice*

Factors That Drive *Feelings*

- **Experience**
- **Relative (and recent) Success**
- **Context**
- **Risk/Reward**
- **Habits**

Manage

- **Administer**
- **Run**
- **Supervise**
- **Organize**

Lead

- **Steer**
- **Shepard**
- **Move**
- **Convey**

Champion

- **Support**
- **Advocate**
- **Believe**
- **Nurture**

Manage

- **Administer**
- **Run**
- **Supervise**
- **Organize**
- **Tell**

Lead

- **Steer**
- **Shepard**
- **Move**
- **Convey**
- **Sell**

Champion

- **Support**
- **Advocate**
- **Believe**
- **Nurture**
- **Converse**

How Do We Choose?

$$\text{Change } \int \mathbf{D} * \mathbf{V} * \mathbf{F}_s > \mathbf{C}_p$$

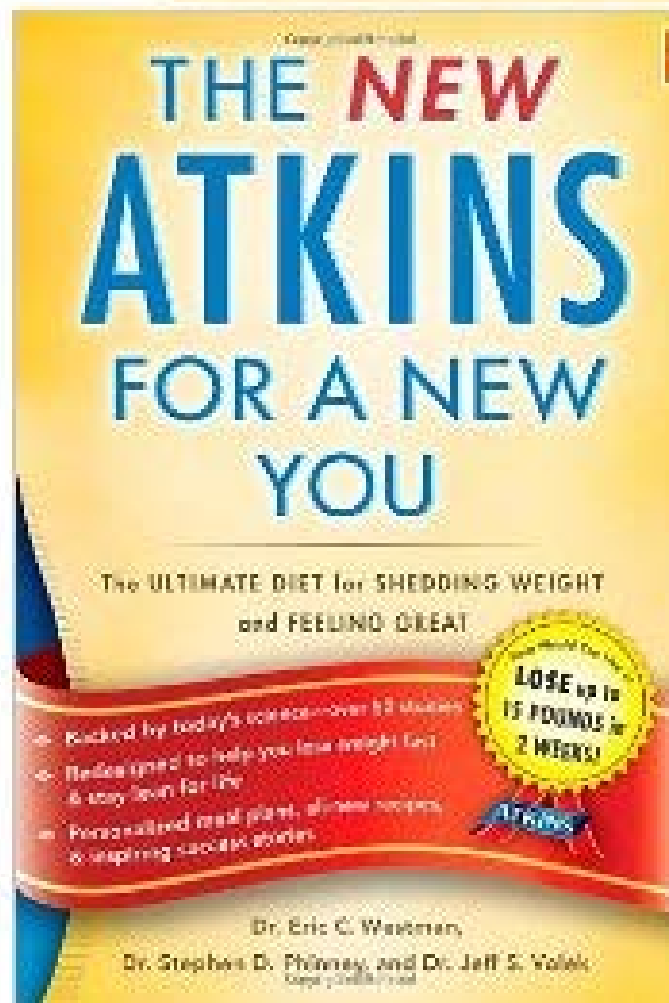
D = Dissatisfaction with present situation

V = Vision of a desired future

F_s = Clear first steps

C_p = Perceived cost of change

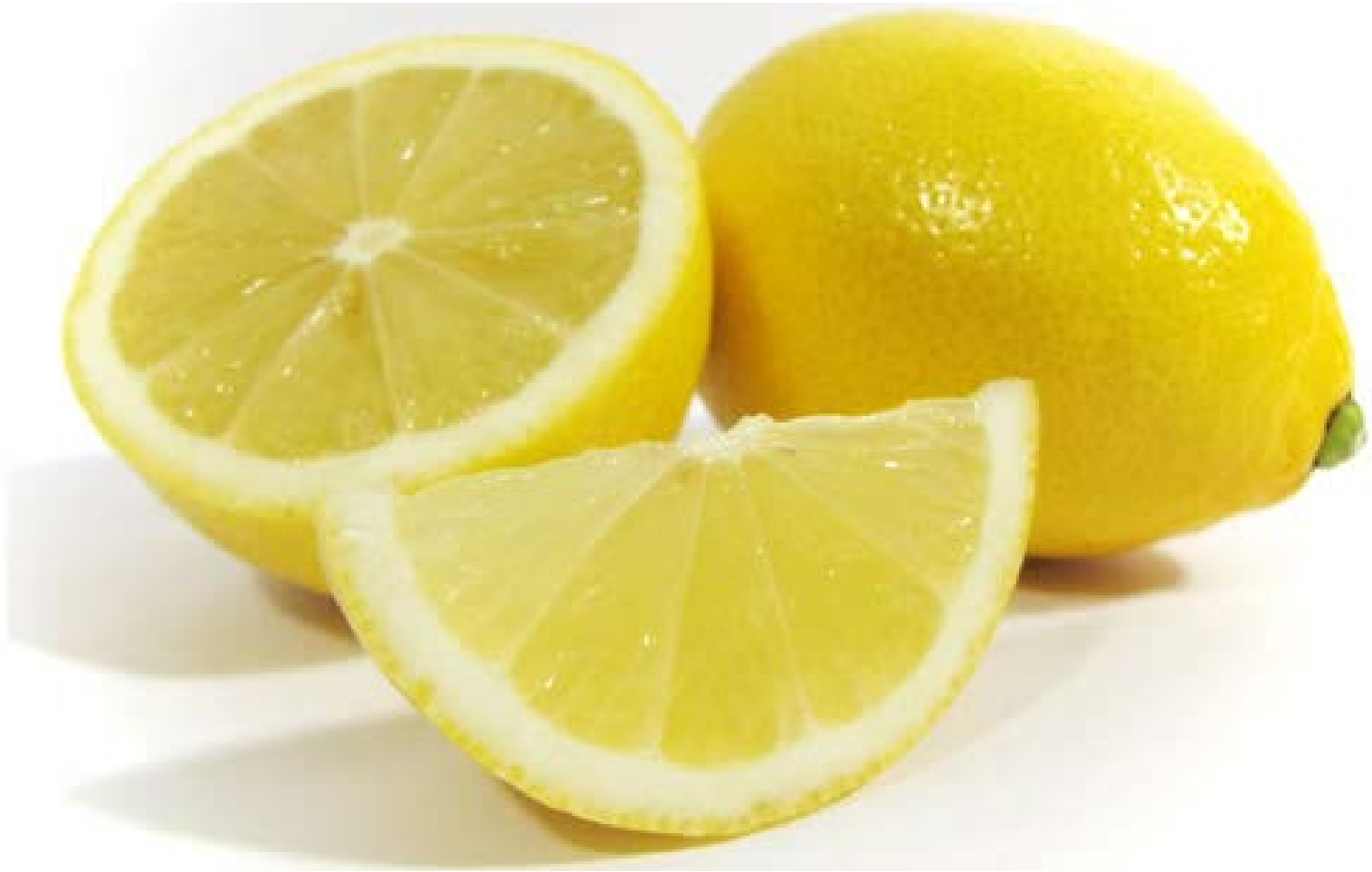
Click to **LOOK INSIDE!**







Close your eyes



Making Vision Stronger

- **Truly Desired**
- **Vivid**
- **Real**
- **Personal – in your kitchen**



Making Vision Stronger

- **Truly Desired**
- **Vivid**
- **Real**
- **Personal**
- **Compelling Why**

What About the Costs?

The Change Formula

$$\text{Change} \int \mathbf{D} * \mathbf{V} * \mathbf{F}_s > \mathbf{C}_p$$

D = Dissatisfaction with present situation

V = Vision of a desired future

F_s = Clear first steps

C_p = *Perceived* cost of change

How Can I Help?

- **See the current state**
- **See the post-change vision**
- **Be optimistic**
- **Seek to understand**
- **Beware the evangelist**

How Can I Help?

- **See the current state**
- **See the post-change vision**
- **Be optimistic**
- **Seek to understand**
- **Beware the evangelist**
- **Do something!**

Getting The Most

Key Takeaways

- **Think and reflect on takeaways**
- **Teach someone else**
- **Questions for me? Ask!**
- **Decide and act**

Conference Cloud

Additional Resources

- Here are some additional resources to help you implement change successfully:
 - <http://KevinEikenberry.com>
 - <http://blog.KevinEikenberry.com> – many articles and videos here will help with change leadership.
 - <http://RemarkableLeadershipBook.com>
 - Twitter: @KevinEikenberry – I tweet on leadership and change everyday.
 - To contact Kevin for training, consulting or speaking inquiries, contact: info@KevinEikenberry.com

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Questions



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