

# Change is Hard.

As much as we – particularly those of us who promote change as a means to improvement – would like to believe otherwise, change is hard. So hard, in fact, that studies have shown that significant life changes can increase the chances for sickness... and even death! And yet there is an entire field of professionals whose primary responsibility it is to change things.

So why do we do it? Why do we try to inject change into a system that is “doing fine”? Why, when people are comfortable with the way things are and settled into a routine that gets the job done, do we still pursue change?

The easy answer is a cliché: “move forward or you will be left behind.” But most clichés have developed over time due to some basis in reality. In the business world, regardless of industry, the best performing organizations are always evolving – from creating the next breakthrough technology to tweaking a message that keeps them one step ahead of the competition. As we rely on evidence from, truly, the beginning of time, we reach the realization...

# Change is Necessary.

The only way to make things better is to change them. Maintaining the status quo and hoping for improvement is not a viable strategy.

Process engineers (or whatever other term you want to use for classification) see the world a little differently than others – always looking for opportunities to improve things. Certainly that is the case when tackling a project at work, but it is often true when carrying out ordinary, day-to-day activities.

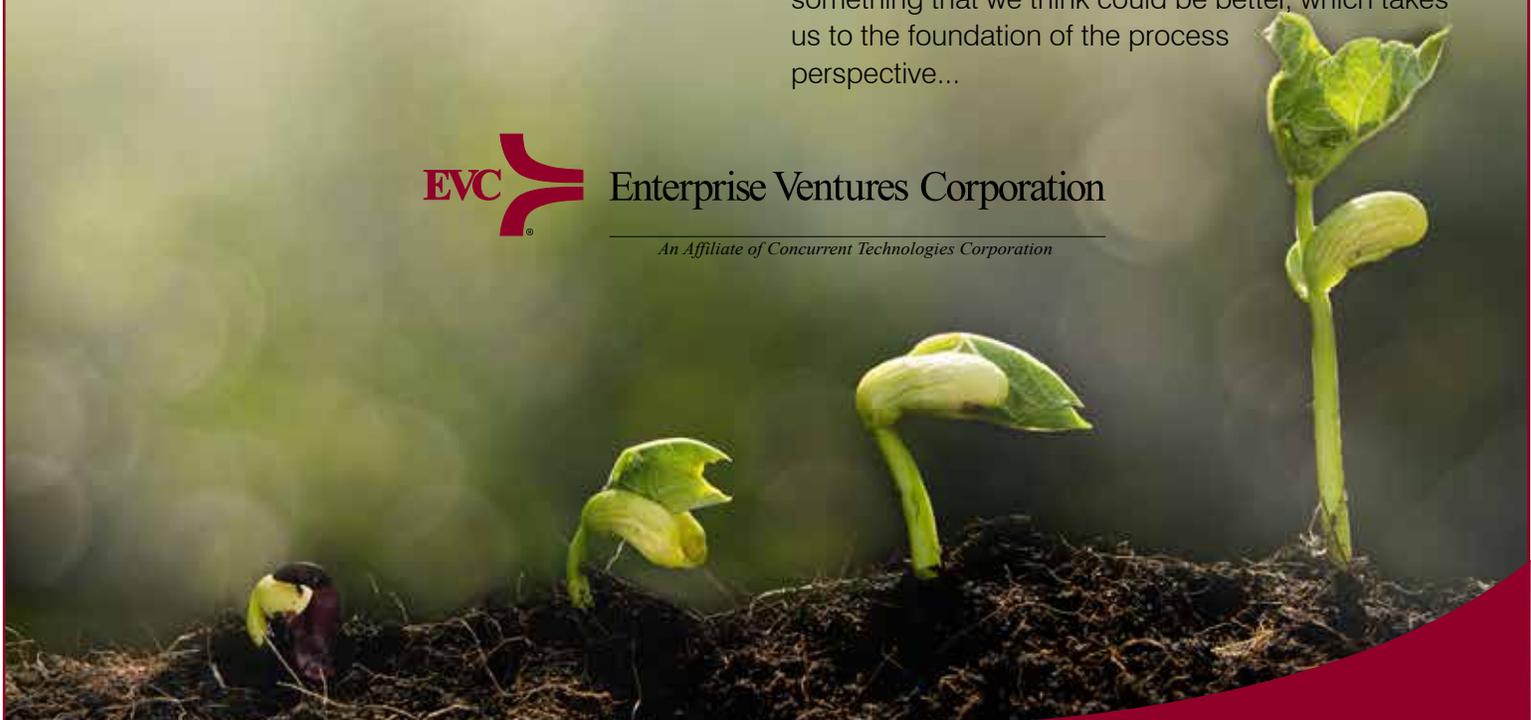
Think about the things that we encounter on a daily basis that tend to annoy us – why do we complain, and what bothers us? It tends to be when things aren't working as well as we think they should.

Everybody hates traffic congestion, right? There aren't enough lanes; the ramps disrupt traffic flow; the signals aren't timed well. The root of the complaint is an inefficient design, something that could be done better. What about enjoying dinner at your favorite restaurant? Do you ever wonder why your waiter or waitress seems to have their tables spread throughout the restaurant rather than grouped together? Again, something that we think could be better, which takes us to the foundation of the process perspective...



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# Change is Reality.

But change shouldn't be implemented simply for the sake of change. It must be done with purpose. And that's where the process perspective comes into play.

This is a perspective in which we think in terms of the best way to get things done. We see not just the outcome, but the entire path from start to finish. It's easy to think that something could be done better; the challenge is to come up with a viable way to make it better for everyone involved – and that is the root of the problem.

Again generalizing, but we tend to look for shortcuts. This is not to say that we are trying to cut corners with regards to task completion, but rather that we are looking to get the job done in the most efficient way possible *from our perspective*. Sometimes this is done – often unintentionally – at the expense of others. But if we want to change something (and we typically do), shouldn't we consider the overall impact of that change?

The process perspective is one in which we follow our natural tendency to find a more efficient path but take into consideration the environment around us. We shed the myopic lens through which we often view the world, and instead incorporate a broader set of information into our understanding of the situation. Now we start asking ourselves: if we change something that we do, how will that impact others?

And this brings us to the inevitable conclusion...



# Change is Good.

When we answer the question of how our change will impact the process or system as a whole, we will have taken the first step. If the answer is that our changes could have a negative overall impact, and we don't make that change, we've (perhaps subconsciously) adopted a perspective in which the process as a whole takes priority. If the answer to the question is a net positive impact, then we've just made the process better through our actions.

Consider that for a moment. On the one hand, we won't make a change to our behavior or actions if it seems that such a change will negatively impact a wider environment. And on the other hand, when we do make a change then we are injecting some degree of improvement into that environment.

If we ultimately make a change, it is done for the greater good. In other words, *change is good*.

*At Enterprise Ventures Corporation, we are process experts who excel at change management. Whether you are looking to define, optimize, or automate your processes, you need a partner who can help you smoothly transition from the way things were to the way you want them to be.*

*Contact us to find out how we can help.*

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