IS YOUR ORGANIZATION SHEDDING FOR SUCCESS?

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WHAT IS SHEDDING?

Lizards grow by shedding their skin. If they don't shed, they die! The same is true with organizations. If they don't shed, they die! Shedding is a two part process. The first part is letting go of the old; all those things that are unhealthy or are no longer useful. The second part of shedding is taking on the new; all the knowledge/skills or healthy habits that will nurture growth.

WHAT CAUSES HUMANS TO SHED?

CHANGE is the biggest catalyst for shedding. Today, we experience more change in a single year than our grandparents experienced in a lifetime. All of these changes place tremendous pressure within a business environment, resulting in stress, low morale, lack of focus and reduced productivity.

DO PEOPLE SHED IN DIFFERENT WAYS?

People SHED in different ways. Below are the 4 SHED styles. Although each of us is a combination of all the styles, most of us have a primary and secondary behavior preference. Which SHED style you are?

- **S**tabilizers create a "stable and harmonious" work environment. They provide caring and consistency. Their focus is on cooperating with others to get the job done. They demonstrate patience and are extremely good listeners.
- **H**edgers create "order and bring a systematic approach" to the work environment. They provide quality and accuracy. They excel in finding logical solutions. They demonstrate attention to details, weighing out the pros and cons.
- **E**nergizers create "life and inspire others" in the work environment. They provide looking at the positive side and the unlimited possibilities! They demonstrate enthusiasm and a fun loving desire to connect with people.
- **D**ominators create "results" in the work environment. They provide action and set goals and quickly move towards accomplishing them. They demonstrate taking control of situations, solving problems and accepting multiple challenges.

WHEN IMPLEMENTING CHANGE, WHAT STRATEGIES CAN BE USED FOR DEALING WITH THE DIFFERENT STYLES?

We have a tendency to respond to others in our own preferred style. When we do, we miss out on being 75% as effective as we could be. Most successful people in life know who they are and adapt their style to work with others in order to achieve positive results. If you are implementing change within your organization, consider these specific tips:

STABILIZER

- Approach slowly and don't demand. They dislike change the most.
- Reinforce what won't be changing and provide reassurance.
- Give as much notice of change as possible.
- Sincerely acknowledge their feelings and offer support.

HEDGER

- Provide data, logic and detailed information.
- Address "why" the change is going to occur.
- Demonstrate how change will improve quality.
- Allow them to play devil's advocate and address something possibly overlooked.

ENERGIZER

- Be enthusiastic about the change.
- Help them get excited about the possibilities.
- Focus on how change will improve approval from others.
- Engage them and they will become the cheerleaders for change efforts!

DOMINATOR

- Get to point quickly.
- Give options and allow them to be part of change decision if possible.
- Answer "what" questions.
- Focus on efficiency and results.

ARE THERE SOME INDUSTRIES THAT NEED TO SHED MORE THAN OTHERS?

In working with a wide variety of companies such as Verizon, State Farm, Wells Fargo, American Cancer Society, Wal-Mart, Shell Oil and the Hearst Corporation, I have found that most industries are experiencing unprecedented change. What these leading organizations are doing different is strategically preparing their team to navigate turbulent times and SHED for Success™.

WHAT CAN I DO TO IGNITE MY ORGANIZATION TO SHED FOR SUCCESS™?

Consider what may be missing? SHED is spelled S-H-E-D. If one letter is missing, you can't spell the word. If one style is missing, your organization might not be running as efficiently as it could be. Ask yourself: Do I have the right mix of the different styles? Are people aware of their own style? Have people been trained on how to read other people styles and adapt to get positive results? ■

Kathy B. Dempsey is author of Shed or You're Dead®: 31 Unconventional Strategies for Growth and Change, (Writers Digest International Book Award.) Kathy ignites organizations to SHED and develop effective leaders. Get proven strategies to SHED for Success™ at www.KeepShedding.com