

expert's view... embracing change



What are the biggest challenges?

■ In a business context, the first challenge is to remember that it is you – your personality, skills, friends and family – that make your world safe. It's not the status quo at work. Tomorrow you'll still have all of those things that you need to be secure. You may also have a world full of new opportunity and possibility.

■ The second is remembering that inactivity has big consequences too. Without evolution you and I would still be writhing in the mud, eating bugs and hoping not to become something's dinner.

What shouldn't you do?

■ Don't be a victim. It's your future – take responsibility for it and actively take part, whether formally invited to or not. If you act with empathy and intelligence, they'll welcome your input. Now you're co-author of the story instead of just a character in it.

■ Don't criticise from the stands. All of our heroes lived life trying their best out there on the track – not being smart in the grandstand bar. However senior you are – or aren't – if you have a view of how it should be done, get out there. The others will be glad to see you.

Top tips

■ Make it your business to understand (rather than 'their' duty to communicate) the 'why' as well as the 'what' and the 'how'.

■ Remember that you've been here before and you made it work (remember that first day at school?).

■ Don't let the fear stop you making your mark.