

Change in 20 Years.mp3 - Transcript

Welcome back, I'm Kim Baillie, she's Fulyana Orsborn and this is Inside Exec. Today we're going to talk about change and change in terms of a 20 year existence for something or some activity you've been doing. This was triggered by a domain renewal that I got just recently that reminded me that one of my websites, it was for a long time my main earning website - TalkingInPublic.Com (shameless plug), I have actually owned it for 20 years.

Twenty years that the domain name has been in my name and when I looked at it, when we first had the domain name and we had to setup the website and actually just setting up the website at that point in 2002 and deciding what would go on the website, how it would look, those sorts of things. At that time websites were very much more specialised coding, hard coded and so you had to learn a certain amount of coding or you could buy the components to make the website.

I thought about how the website has changed over that 20 years to a point now where I can just do adjustments on my phone, not necessarily on the computer, and change the website. Also how the product offering has changed. I started out doing speech templates so that if someone was going to make a speech they could download a template for that type of speech and just fill in the relevant information in the blanks.

The next emanation was that I offered a free guide so that if they didn't want a particular speech but were looking for general improvement they could read my quick tips. That led to courses they could do online and over the years developed and changed - the product offering, how it was offered, the way it was offered

Small changes but changes that were led by what was happening in the industry or around me. To the point where I started to specialize because there was no many more people out there selling public speaking activities, there was so much you could get free so how was I going to charge for something they could look up on YouTube and get a hundred choices.

That change has happened over twenty years, they were slow changes but irrevocable changes. I wouldn't and I couldn't and there would be no point in going back to what I was doing 20 years ago online.

I'm interested to discuss today what other changes we have seen workwise and otherwise in a 20 year period, that perhaps if you had a 5 or 10 year plan you've

gone beyond what those plans were.

Two areas of discussion. Are the long term plans worthwhile? What other changes have we seen in the past 20 years that were small, little changes that mean we would never go back to doing it the "old" way?

I think having long term plans is a good thing as long as we know they can not be just set and follow. Probably rather than a plan it's more the vision. We have heard this term - agility - way, way overused in the last 12 months or so.

I think what it means is it's an organization that will continue to see what's changing around us and how to adapt, not to follow the crowd, but adapt to our vision and make our vision even more dynamic. So, for example, if you said in 20 years, my vision is to have something being double my income or the number of staff or products are going to market. Then all the sudden you have unlimited amount of new technology that will allow you to do, even double that or you halve that, but make them much more sophisticated and charge a different premium.

So you'd be crazy to just stick to a plan because you were one of those people that says I have the vision, I have the plan, I'm going to follow it. Maybe in answer to your question, not so much the plan, but more the vision, what you have to do and how you would continually educate yourself as the CEO, as the whole team. What are we looking for? What's changed around us that makes it so good for us to think of a new product, new service? What's the gaps in the market? There are gaps in the market now that you could not have predicted 20 years ago.

The interesting thing that you said in that was about the vision. We seem to be conditioned to put down these visions as achieving more, bigger expectations, bigger results. Perhaps what we should be looking at is refining what we're doing now into very clear and very precise areas, rather than just say double the salary or this many clients etc. Make the vision something highly specialised that provides the service or product that people are wanting in the best way that is a dynamic way in terms of looking at responsiveness to customer and client and organisational requirements.

It's interesting that when we think about visions and goals we think big and perhaps we should be thinking smaller, more focused.

More tailored, for example, in the property industry, construction industry, how

would you would you build your house? The client says I'm going to work from home. I'm getting in my business started from home, I'm working in the corporate world both at home and in an office. And in 5 years time that will change again. Then you're thinking about more designs that are suitable for different groups of clients rather than all wanting the same. So if we use that as an example, not only does it change your vision but it affects your suppliers, your contractors and all those who interact with your organisation.

So you've got to look at the emerging technologies that might affect how we build a property, which direction we face it, whether we allow for underground cable, technology, whatever else it is that your vision is influenced by the industry vision.

You have to start thinking about the industry and other industries. We've had lots of guests talking about learning from other industries. When we do our visions, even if we use a reflection time, we look back at the last five years, what has changed?

What are the necessary changes? What is the way we do things now that we didn't think about when we started out ten years ago? Engage people in it, it doesn't matter what business you're in.

So now we're saying, you can contribute from anywhere in the world. An example I had the other day, some people are working in Sydney, some in other parts of Asia and they had an outdoor activity in the Sydney office which was very unique. Then what do you want to do? We want to be outdoors with you, but we can't fly you here, covid blah, blah, blah. So the three of them came up with the idea to go to the park just like the Sydney people, take their iPads and they will buy the same food, eating outdoors in the summer. Yes it did cost, but it was a fraction of the cost of flying in a few people.

The ability for us to embrace technology to work around situations that we couldn't imagine a few years ago is where we are really moving ourselves forward.

Change is going to happen. What can we do to make it work for us rather than complain about how it's changed. If you're the sort of person that's going to initially react negatively to change, so you already know yourself, you're going to get stressed, be prepared for that and that would be good.

The other point about change is to celebrate the positive aspect of it and, you

know, all the things you said to make it work for you that you don't see at the beginning when you get stressed out, manage that and realize that. Recognise from past experience, there were some good things coming out of change.

That's our spin on change and looking at a 20-year review. I do encourage you to look back as well as to look forward when you are thinking about change and thinking about your vision.

I'm Kim Baillie, she's Fulyana Orsborn and this is Inside Exec.