



Become A Change Master

Step 4: Share the Vision

Of the 7 Steps in the Change Process, Step 4 looks like the easiest and quickest. Still, sharing the vision can be a big step. This is where you publicly announce the dream that you have until now nurtured in the privacy of your heart, sharing it only with a few, trusted allies. Of course you will have some reservations about this step. Keep in mind that you can and will ease yourself into it. You will carefully craft what you'll share about your vision. You'll still select who you will share your vision with. After all, your commitment probably won't warrant a spot on the 6 o'clock evening news. Not everyone needs to or wants to know what you're up to. But you will be expanding the circle of people who know about your vision and that can be a bit intimidating.

If you're wondering if you can just skip this step all together, here are 10 reasons why Step 4 is vital.

1. Sharing your vision improves your vision. The more people you tell about your vision, the more you refine it. And the more informed input you can get from a variety of perspectives, the better your vision will be and the more effective your strategies and actions will be.

2. Sharing your vision builds your belief in the vision. The more you talk about it, the more real it becomes.

3. Sharing your vision builds enthusiasm in the vision. As people get enthusiastic about your change, their belief supports you in subtle, but dramatic ways.

4. Sharing your vision provides synergy. As you increase the number of people who know what you're attempting to do, you increase the possibilities that someone will know someone who has exactly the information or connection you need. Networking works. It can connect you with collaborators, customers, investors, advisors and supporters.

5. Sharing your vision keeps you honest and on-

track. People start helping you. They start holding you accountable. Knowing that people are going to ask you about your progress motivates you to do what you said you were going to do.

6. Sharing your vision coordinates the efforts of your allies and potential allies. The more people who know about your commitment to change, the larger the pool of potential allies becomes. Clearly communicating your vision makes it possible to delegate tasks. When your allies know precisely what you're looking for, the more on target their assistance will be.

7. Sharing your vision builds your courage, self-confidence and trust. It makes you feel powerful. There is something about talking about your vision with a quiet assumption that you're really going to do this (instead of just fantasizing about it) that makes you feel "Adult".

8. Sharing your vision reduces other people's resistance to the change you're making. Seeing the wonderful vision you've got in mind motivates others to help you or at least stop blocking you. If they have fears or concerns about how the change will affect them, sharing the vision gives them an opportunity to talk about it.

9. Sharing your vision connects you to your passion, your spirit and to the Divine. It can be a declaration of your intention to cooperate with the Divine.

10. Sharing your vision keeps you focused. It narrows possibilities and suggestions to those that are within your scope.





A Checklist for Sharing

Before you leap into sharing the vision, take a few moments to plan the communication. Make a list of people you **want** to share your vision with. These are people you want to talk to because you know they are trustworthy, have your best interests at heart, and you can count on them to be open-minded and open-hearted with your vision. This list will probably include all the people you've already asked to be your allies. It will probably include your spouse or partner, coach, best friends, collaborators, colleagues and so on. This first list should be the people you think it will be easiest to talk to.

Then make a list of people you think you **should** share your vision with. Next to each name, write the reason you think you should talk to this person. Make a note of how resistant you are to talking to this person. Think about whether there is a valid reason for sharing the vision with each. Sometimes we think we **have to** talk to some member of our family or a certain friend, but there really is no need to do so. Ask yourself what benefit you'll gain from talking with this person (Hint: take a look at the previous list of 10 reasons to share your vision.) If there's no benefit to sharing your vision with anyone on this list, delete the name. However, if you can see the payoff in sharing your vision with someone, go for it, no matter how high the resistance is.

While you're thinking about your reluctance to share your vision, go back to your first list. Even though you want to talk to these people, there might be a little bit of resistance to talking to them. If there is, make a note of it.

For each person you're going to share your vision with, think about what kind of response you'd like. Do you want names of people to contact? Do you want advice? Financial support? Emotional support? Do you want this person to help you stay accountable? Do you just want him or her to believe in you? You'll tell each one what kind of assistance you're hoping he or she can give you. Be willing to

negotiate this in the same way you negotiated with your allies.

Then sit down with a calendar and make a schedule of when you'll share the vision with the people on your two lists. It's a good idea to start with the people you know are good listeners, who already believe in you and want to see you succeed.

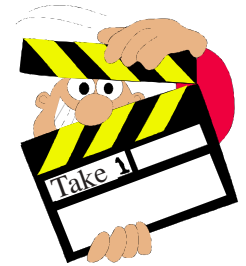
Write Your Own Commercial: Take 1

Before you call or meet with anyone, though, you'll want to write your own "3 minute commercial." You probably won't read this word for word, but writing and practicing a concise statement of what you're attempting is a great way to clarify your vision.

The 3 minute commercial is a brief statement of your vision. You'll be sharing your vision with people who aren't willing to be full-fledged allies, but who will want to know what you're doing and may be able to help you. So you won't give them all the details. Your goal is to give them the essence of the vision, highlighting the strengths and positive aspects.

As an example, here's a draft of a commercial for my next book. "I'm really excited to tell you about my latest project. As you might know, my business Imagination Ink is dedicated to releasing human potential to transform the world, one creative person at a time. In my role as author, I first

published *Dancing in the Dragon's Den*, which answers the question 'If it feels so good to be creative, why do we all have so many ways to avoid it?' The book I'm working on now, *Become a Change Master: How to Effectively Move Your Inspirations From Dream to Reality*, will answer the question 'Why is it so difficult to change, even when the change is one I really want to make or a project I really want to complete?' The *Change Master* book will give readers the tools and techniques they need to understand and move through resistance, take effective action and



*Have you applied Steps 1 - 3 yet?
Is there a creative project you've
always wanted to complete that you still
haven't gotten around to?
If you need more accountability and
support, check out the Change Master
class described on page 3. Or call
Rosanne to talk about coaching.*

612-722-4139 or www.RosanneBane.com

make lasting changes. It will blend the insights gained from the latest research in brain function with psychological awareness of the shadow as a backdrop to a 7 Step Change Process adapted from the best theories and practices in corporate change research.”

When your commercial is written and you feel ready, (or when the first date on your schedule comes up, ready or not), call or meet with the first person on your list. Give your commercial, explain what kind of assistance you want and prepare yourself for a great response. Every time you deliver your message, you’re practicing and polishing your vision, making it more real, breathing more life into it. Positive response from your audience is a bonus.



Celebrate!

Give yourself a reward to celebrate the progress you’ve made so far. Step 4, like Wednesday, marks the point where you’re more than halfway there.

You’re really doing it! You’re really changing, making this dream of yours reality, contributing to the world in your own unique and powerful way. Thank you!

Need More Allies to Share Your Vision? Become a Change Master!

We will apply the 7 Step Process of Personal Change to give you the tools, skills and support you need to:

- ⊙ Stop procrastinating and start living the life you want
- ⊙ Remove obstacles and take action to make your dreams reality
- ⊙ Discover where and why you’re resistant to moving on and how to move through the resistance to achieve your goals
- ⊙ Develop habits that support your creativity and your personal and professional development
- ⊙ Honor your promises to yourself and live with integrity, authenticity and power!

Tuition is self-determined based on what value you receive from the class. Online registration at www.RosanneBane.com or call 612-722-4139.

**Mondays, Sept 23 thru Nov 11
6:45 to 8:45 pm**

Improve Your Writing Habit

Talent is a gift we’re all given to one degree or another. Techniques can and must be learned. But what really makes a writer is the habit of writing. Rosanne will be teaching the Writing Habit and Mastering the Writing Habit at The Loft this fall. Call 612-379-8999 or visit www.loft.org.

When you or your organization needs motivation and information to move out of resistance and through the change, check out Rosanne’s coaching and speaking services at www.RosanneBane.com. Or call Rosanne at 612-722-4139!

