

"SCIENTIFIC PROOF that you will be able to make the changes you need and they will be successful."

Don't be afraid to make changes in your business; the old saying "if it's not broke don't fix it" does not work in this day and age.

You cannot wait until it does break and try to fix it because, by the time it breaks it is too late; a good example is the GM car company. So look ahead and start thinking about what needs to change to help put you ahead in your business.

Change takes a lot of EXTRA ENERGY, and to put all that ENERGY into something that you are not sure is going to even make a difference is difficult.

When you are giving up a weekend or going into work an hour earlier each day, you may ask yourself "is this going to be worth it, or am I just spinning my wheels".

The not knowing if it is going to work, or thinking about being embarrassed if it does not work; or you make changes that do not turn out the way you wanted them to; can really be stressful, especially if you can't go back to the old way.

REMEMBER what the alternative is:

- If you do not make changes, and you stay the same, it could cost you your business.
- Businesses need to be reinvented continuously to FLOURISH.
- That means change is necessary.

Quote by:

Winston Churchill

To improve is to change; to be perfect is to change often.



What if you could be 100% sure the changes you make will help you become more successful?

- Would you then be willing to put the ENERGY needed into changing?
- Yes, because you know it is going to be worth it!

D x V x F > R

This is a Scientific Formula for Making Successful Changes that was developed almost 40 years ago by David Gleicher and Richard Beckhard .

The **Formula for Change**" *Gleicher's Formula*" provides a formula you can use to assess the likely success of change programs.

Change is possible, because of the multiplication of D, V and F, if you do not have all three D, V and F, then the product will be low and therefore not capable of overcoming the Resistance.

The RESISTANCE FACTOR is what stops DREAMS from becoming reality.

D x V x F > R

Three factors must be present for meaningful organizational change to take place. These factors are:

D = Dissatisfaction with how things are now:

- Are you completely happy with how your business is doing right now?
- Do you have all the clients you want?
- Are you making as much money as you need?

V = Vision of what is possible:

Have you ever dreamed of WHAT CHANGES you would make in your business if you had \$100,000 dollars?

WOW! That is exciting just to think about. What DREAMS are coming to your mind right now? Are you dreaming big?

- Are you VISIONING, changing the image of your Salon
- Advertising more
- Hiring an apprentice
- Putting in a Spa Pedicure area
- Going to more Advanced Education classes
- Opening your own Salon
- Etc, etc...

F = First, concrete steps that can be taken towards the vision:

What baby steps could you do right now to help accomplish this DREAM? There are a lot of things you could do right now, that do not cost a lot of money; they just take

ENERGY and ELBOW GREASE.

What are they?

- This weekend move everything out of your Salon, clean your Salon from top to bottom and Re-paint all the walls.
- Make a WEB Page for your business
- Print out 500 Flyers and pass them out in the next 30 days
- Etc, etc...

R = Resistance

Now you can do the FORMULA and see if you are going to be able to make Successful CHANGES.

DO YOU HAVE?

D = Dissatisfaction with how things are now

And your...

V = Vision of what is possible:

And your...

F = First, concrete steps that can be taken towards the vision:

THEN, YOUR $D \times V \times F >$ is GREATER THAN YOUR RESISTANCE.

SCIENTIFIC PROOF that you will be able to make the changes you need and they will be successful.

Have Fun, Get Excited, Use your ENERGY to Make Changes, and you will love your business even more, because you will see it every day becoming more Successful!

With love, *Tammy Taylor*



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