



# SPARK ACTION - How To Lead Change That Matters

*Here are 7 techniques to help you change the world one small step at a time.*

1

## **Get a Ph.D in Yourself**

First, you're here on this planet for a reason. We all are. When we find and follow our purpose, we create opportunities for growth and change. When we don't, we're not operating to our fullest potential—and in order to create and lead change, you need to bring everything you've got to the party.

2

## **Overcome Imposter Syndrome**

When we want to spark action and create change that matters, we can often be faced with the 2 questions "Who am I to create this change?" and "Why should anyone listen to me?" We may be passionate about our topic but feel we don't have the qualifications or experience to start creating this change. Yet you can do it!

3

## **Avoid the Tyranny of Positive Thinking**

While I believe positive thinking is important, it's often used at the wrong time. When this happens, it leaves a bad taste in everyone's mouth. Overlooking the negative aspects of your ideas will make people think you are out of touch with reality and haven't thought things through.

4

## **The change happens in the mind of the other person**

Get into the head of the individual or group you are working with. What do they need to be, do, know, or have to engage in your ideas and say yes?

5

## **Get into an educator mindset**

You can't make anyone do anything and you don't need to convince anyone of anything, which is very much a one-way process. You are not a salesperson! Take the pressure off. Isn't that a relief? Get into the educator mindset—a two-way process. You can't make someone do what you want, but you can create an environment for people to succeed.

6

## **Build a bridge with 'hot' topics**

Create relatability with topics that could be considered difficult - ones that may have moral judgments or values differences as examples. Build the bridge with the audience before you do the reveal. Frame the topic in a way that people can hear it.

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## **You are leading alongside the person or group**

Don't set yourself up as the "expert." You won't have all the answers and that's okay. Share what makes you uncomfortable or unsure. Vulnerability builds trust.

## **YOU CAN DO IT!**

*Spark Action - How to Lead Change That Matters* is recommended as "One of the top books to read in 2024" by Thinkers360 and is a #1 Amazon Bestseller.

[www.BeChangeReady.com](http://www.BeChangeReady.com)