

Got a minute?

One of world's most sought after authors Ken Blanchard believes it could be the most valuable minute in your day... and he's coming to Australia to explain why. The co-author of the One Minute Manager appeals to both individuals and organisations who are seeking practical, common sense information about their own ability to lead and how their own leadership can result in a more effective organisation... in other words, putting what they have learned into day to day practice.

His work – and his books – make sense... but what separates Ken Blanchard from every other motivational speaker... it was a question I had asked myself... and it was time to find out.

At one time in our lives, we've all been to a conference or workshop or read about a speaker who has the ability to lift you out of your boots and inspire you to great heights of human potential. Some of the themes you hear are so fantastic, so fabulous that you become almost evangelical about what you learned. Sadly, they are sometimes so unreal as to not be able to be applied in your workplace... and so you become a 'zealot' preaching to anyone who will listen about the fabulous information you have heard that will change your life, their life and the whole world if they would only listen. At first everyone is excited for you... then after a while they see that very little has changed in your life and they stop listening and nod their heads saying, "I told you it sounded too good to be true"!

Why does this happen... according to Ken, it's because there is little practical application to the ideas, and so more often than not, people get back to their desk after a conference and the phone rings and it's back to business as usual. He also believes that there is a gap between what people know and what they actually do with this knowledge. Why diets don't work, why new information doesn't stick and how information overload can squash a new idea before it has a chance to germinate and take shape.

As with all of Blanchard's work, there is a simple approach for learning more efficiently and using that knowledge to make lasting changes. He moves people along the Know Can Do! continuum and seeks to close the knowing-doing gap by offering a step by step process that can be easily applied in any organisation.

In a nutshell, Blanchard believes there are three levels of change when you move from knowing to doing:

- the first is at the knowledge level – it's the easiest to change in people, but it's the first reason people don't do what they know - because its more fun to learn something new than to struggle to do what you already know.
- the second level is attitudinal change... this is harder than the first level because of the negative filtering system which keeps you stuck in a mental traffic jam – resulting in the second reason people don't do what they know
- the third and most difficult level of change is behaviour change... because now you have to do something – and most people lack a follow-up system

Ken offers many proven actions an organisation can take, for example, learn less more often – repetition being the key, foster 'possibility thinking' because possibility thinkers do the impossible with great regularity and develop a follow-up plan that provides structure, support and accountability.

In Leading at a Higher Level, Ken shares his point of view on leading and motivating people and the belief that to create a great organisation, leaders must make sure that everyone is aiming at the right target and vision, that customers and staff are being treated right and as leaders the need to focus on serving not being served.

Effective leaders have a clear, teachable leadership point of view and are willing to share it with and teach it to others... particularly the people they work with...