

Member's Quarterly

Winter 2020 Edition

Ask the Expert

Wired for Change: Don't Settle for Status Quo

The most successful mindset supports growth

As human beings, we are not really wired to keep doing what we have always done. We are actually wired to change, to be innovative and to see our world in new ways.

This is a great miracle of life.

We have been fed a philosophy that change is difficult and arduous, but in reality no one is really comfortable with the status quo.

All that is really required to grow ourselves as leaders and take our organizations to the next growth stage is to see ourselves and our world differently. Once we accept that our mind really demands change, it is easy to fulfill that desire.

We acknowledge our natural instinct to grow into something better. We simply start to take our best ideas down the long but exciting road to implementation and impact.

The growth and change that stems authentically from our character is broader than merely trying to reach higher than last quarter's budget figures or imagining how we could add an additional service to a package we currently offer.

That is growth aligned with our past. The real exciting growth comes from the present, from the place where we begin to envision building something entirely new.

To have the distinguishing trait of a successful leader today, we need to be conscious of what was done in the past. We must also anchor our dreams to what is happening right now and what we can creatively anticipate will happen in the future. Otherwise, we will just keep shuffling around in a slightly altered state of status quo.

Growth in any organization is about finding a way to encourage more people to become your clients and more ways to produce and deliver services and products that are relevant. Whether you are in a for-profit or not-for-profit organization, there is always the need to create new revenue streams to sustain yourself.

Another aspect of true growth is that it reaches past your own goals to the goals of those who work with you and helps others to achieve what they are seeking as well.

Businesses and organizations that don't grow or think they can stay in the status quo zone will eventually see their piece of the pie get smaller and smaller, and ultimately they will fail.

We all have to keep asking ourselves "what else is possible?"

Being open to amazing possibilities allows us to reframe our ideas about what is possible and to think differently, and that is the impetus for authentic growth. When we have a winning mindset that supports growth, all we need to do is to hone our observation skills and recognize what opportunities look like.



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Growth is not just a means to move your organization or business out of the start-up phase into maturity. Instead, it is essential at every stage of development because there is more to gain and lose once the organization is well established. You cannot plateau and remain sustainable no matter how secure your status is at this moment in time.

Any kind of leadership style can be adapted to growth. Whether you are a bold leader or a quiet leader, an autocratic leader or a servant leader, deep down you have the courage to move from the lane you are in to a faster one and make it a successful manoeuver.

Welcome growth as a mindset into your unique personality and style and go for it.

Paula Morand is a keynote speaker, author and leadership expert who helps high potential visionaries and organizations take their brand and their business to the next level. She can be reached via email at bookings@paulamorand.com.