

SUMMARY

- 1 Every job search process involves some degree of changing yourself. In a job search, it's best to:
 - A. Optimize your Mind including increasing and sustaining your mental energy.
 - B. Clarify your Direction which could include modifying that direction at some point.
 - C. Invigorate your Presentation to better attract and convince your target market.

- 2 However, **odds are 9:1 against you changing**, says Alan Deutschman, author of *Change Or Die*.
 - 97% of Americans who diet and lose weight regain it in 5 years. – *National Institute Of Health*
 - 90% of coronary-artery bypass surgery patients didn't change their behaviors 2 years later. – *Johns Hopkins University*.
 - 68% of U.S. criminals are rearrested within 3 years. – *U.S. Justice Department*

- 3 What are you doing to beat the odds to start and sustain change?

DIFFICULTY OF CHANGE

The 95 / 5 Rule – *Tony Schwartz, the Energy Project*

- 95% of our actions are unthinking behaviors. Only 5% are based on discerning choices.
- “We are what we repeatedly do” – *Aristotle*

The Anti-Change Behavior

- We condition ourselves to fail at making changes.
- Then we learn to accept our inability to change (i.e. “I’ve tried to lose weight and I can’t.”).

CREATING & SUSTAINING CHANGE

1. Start Small. Be Consistent.
 - “Create easy short term goals. Reinforce it.” – *John Kotter, Harvard*
2. Commit Publically. Celebrate publically.
 - Start with your spouse, friends, kids. Post your progress publically.
3. Create Highly Habitual Behavior
 - Do the change once daily for 30 days. Then it almost becomes habit.
4. Develop an Emotional Relationship with a group
 - This group must inspire and sustain hope with your change.
5. Learn from your New Relationships
 - Aim for a new, insightful, and rejuvenating look at both prior and new behaviors.
6. Read *Change or Die* by Alan Deutschman.

Right now, can you commit to 1 change for the next 30 days?