

Embracing Change – Secrets of a Four-Time Olympian Ruben Gonzalez

Anybody that can switch from soccer to luge at the age of 21 and make it to the Olympics knows a thing or two about embracing change.

The luge is a lot like race car driving. In car racing, you use different tires for different road conditions. In the luge you prepare your steels differently for different tracks and for different weather. You must be ready for any changes in conditions.

Whenever conditions change, whoever adapts first wins. Change is actually a good thing because it is like a blank slate – it gives you an opportunity to leave the competition behind.

If you don't embrace change, you'll get left in the dust. Like a 6th-grade-educated truck driver who became a millionaire used to tell me, "If you always do what you've always done, you'll always get what you've always got."

In the 1970s, in the days of mechanical watches, Switzerland owned 50% of the world's watch business. They refused to embrace the quartz movement technology and Japan took their business away.

When fuel injection replaced carburetors in the 80s, the mechanics that didn't embrace that change went out of business. When the analog copiers I sold in the were replaced by digital technology, the salespeople who didn't embrace change lost their jobs.

Vinyl records got replaced by CDs, and today they are not putting CD players in laptops because that technology is being replaced. In the telecommunications industry, they went from selling boxes to selling cloud services, the list goes on and on.

So, deal with it. Everything that is comfortable for you right now is eventually going to change. But that's a good thing.

Change is good. It gives you a chance to get ahead of your competition – as long as you embrace it.

Your people will learn:

- How to navigate challenges, problems, and setbacks with agility.
- How to use creativity to stay ahead of the game.
- How to innovate in any situation.
- How to take advantage of change to surpass your competition.
- How to thrive in the midst of uncertainty and change.

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