

Surviving and Thriving with Disruption with Janet Sernack

What does it mean to survive and thrive during a time of uncertainty? Most of us seem to living in fear, anxiety, and worry about what's going to happen next. We take comfort in the old ways of doing things and recoil from the unknown. But you're missing out on so much if you do so.

There is so much excitement when you innovate and disrupt your old ways of thinking and doing. Through this, you discover bigger and better opportunities. However, this will only happen if you're open to change.

This activity will help you reflect on what it takes to move from your comfort zone towards your growth zone. You will dive deep into what you fear, what you find comfortable, and most importantly, how you can move forward.

Anyone can become a visionary; it's all about taking the first step of stopping and reflecting on where you are right now. Learn how to thrive through innovation and disruption by being compassionate, creative, and playful!

QUOTE TO REMEMBER

'Anybody can be a visionary if they'll just stop and think about what's really important to them and live their values and live their beliefs.'

Activity: Moving Towards Your Growth Zone

On Innovation and Growth

Janet explained that innovation is defined by change that adds value. How did you define innovation before listening to the episode, and how is it different now? Do you agree with Janet's definition? Why or why not?



Now, let's focus on the word value. Janet explains that this can mean different things in different contexts. What does providing value mean to you, your career, or your business?

Every moment and experience can become an opportunity to learn and grow. Think back on your life or business and pinpoint some lessons you picked up. How did these experiences contribute to your growth?

Assessing Your Comfort Zone

Why do we resist change? Reflect on what stops you from changing.

When we're living our day-to-day lives, everything is a routine to a point where we don't even realise that it's time to change. **Here's the first step to change: stop and think.**

Instead of thinking about the change immediately, think about things in your industry that have always been done a certain way. Be specific about the details.

Activity <i>ex: Reaching and finding clients</i>	How It's Always Been Done <i>ex: Word of mouth and referrals</i>

Now that you have identified activities within your comfort zone, let's see if we can change and disrupt these habits. List down the activities and reflect on what your goal is for each. Remember, distance yourself first from how it's always been done, and focus on what the result should be.

Once you have identified the goals of each activity, go back to the previous table. Then, ask yourself whether the current procedures are still able to achieve these results. If they aren't, think of ways to innovate them.

Even though we're looking to disrupt old ways, it doesn't mean that all of them need to change. Some actions may still be effective in achieving what you want to happen. This section makes sure that you're changing for the right reasons.

Activity	Goal	Is there an opportunity for innovation?

Incremental change is more sustainable than trying to do everything at once. From the tables above, **pick 1-3 activities you think need the most change in the next few months**. Think about why certain old behaviours stick. Is there a fear of uncertainty?

Type of activity	What's stopping me from trying something new?

Disrupting the Old Ways

Let's take change one step at a time. Identify the most foundational change you want to make and how you can tackle it immediately.

Remember that it doesn't have to be a huge change immediately. It can be something small but sustainable.

Change <i>ex: Get more clients by increasing my online presence</i>	What's the easiest way I can achieve this? <i>ex: Join online communities in my industry; actively network with stakeholders and shareholders in my industry</i>

How will you achieve that one simple step of change? Organise your game plan below. Remember to include how, when, and where you will implement it.

I will _____		
How?	When?	Where?

What You'll Learn from the Activity

This activity will help you transition from your comfort zone towards your growth zone. Uncertainty can be terrifying, but it doesn't have to be. Let's turn that fear into excitement! There is a world of opportunities ahead.

We start with reflecting on our definitions of innovation, value, and growth. This is important to pin down since they are different for each of us. Not only that, their meanings can even evolve over time with new experiences and learnings.

Next, we assess where we feel comfortable by reflecting on what we think has always been done a particular way. Some people may want to jump straight into things they want to change. But this may not be useful nor effective. When we reflect on old habits and thinking, it should be coupled with assessing whether they still achieve their supposed goals.

It's only when we see a disjoint between results and actions that we should take it as a learning and growth opportunity. Resisting change and uncertainty is normal. But putting our fears into words will help us break them down into smaller and actionable steps.

Remember: No plan is effective without implementation. Take action and stay true to your game plan. Adjust as necessary, but don't stop trying to implement change.

Can't help but think what you're changing is too simple? Don't worry about that. Just finish your game plan. Then, come back to this activity, and reflect on what else you can innovate and disrupt.