

SEMINAR NOTES

# DR. GARY BRADT

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## **WINNING THROUGH CHANGE**

Change is a constant force that can positively or negatively affect your circumstances. It all depends on how you process, think about and position change, and it usually starts with getting comfortable being uncomfortable. In this inspiring program, you'll discover practical tools and ideas for harnessing change and using it to your advantage. You'll learn how to uncover opportunities, gain the support of those around you, shape change towards more positive outcomes, and feel more confident about your future. You'll also be motivated to get rid of the energy drainers in your life, re-ignite your passion, and truly create a golden legacy. Discover how good change can be when you harness it with the right tools.

Dr. Gary Bradt provides insights and perspectives for embracing change. He is an award-winning speaker, author, psychologist, executive coach and expert on change and leadership. Dr. Bradt first came to national prominence when Spencer Johnson chose him to be the leading speaker worldwide for his monumental bestselling book, *Who Moved My Cheese*. Prior to that, he was a consultant with a respected leadership development firm, helping organizations to thrive during challenging times. As an author, his book *The Ring in the Rubble* is highly acclaimed by his peers and general readers alike. As a sought after speaker, he has worked with clients all over the globe, including IBM, FedEx, Kodak, eBay, NASA and American Express.

**How to  
Uncover Hidden  
Opportunities  
and Create a  
Golden Legacy**



**Dr. Gary Bradt**



# **Adapt & Ignite!**

## **Tools for Leading Yourself and Others Through Change** **Dr. Gary Bradt**

### **Change is not a market differentiator**

Adapting to it faster than your competitors can be.

### **The 10-80-10 Rule: Motivate the multitude in the middle**

Don't make the mistake of focusing energy on convincing the vocal minority who stubbornly resist change. Instead, focus on the quiet majority who will embrace change if properly led.

### **Get comfortable with being uncomfortable**

Like a good exercise routine, every change creates a level of discomfort that leads to a greater good.

### **Don't manage time, invest it in people**

Change leadership requires that you identify and develop your future change leaders by investing personal time and energy into your highest potential team members.

### **The Problem of Being Nice**

A leader's job is not to be liked. It is to help people achieve their full potential.

### **Let go of resentments from the past and worries about the future**

It is impossible to grasp new opportunities if you are burdened with carrying around old wounds or living in fear of experiencing new ones.

### **Manage your color commentator**

Thoughts lead to actions; actions lead to results. Manage your thoughts to manage your results.

### **Latch on to core values and what matters most**

Core values do not change. They serve as a compass to point you out of the rubble when changing circumstances leave you feeling lost and not sure where to turn next.

**Combine passion with patience**

Have the persistence to keep digging for opportunities even if your initial efforts turn up empty. Use change as a chance to reignite your passion at work and in life.

**Repeat after me: I am not the center of the universe!**

Take work, customers and colleagues seriously, but never yourself. The best change leaders have a healthy sense of humor that helps them keep everything in perspective.

**Grow where you're planted**

When times are tough, let go quicker, latch on harder, and dig a little deeper.

**Leave a Golden Legacy**

A golden legacy is defined as the number of opportunities you create for others, versus how many opportunities you create for yourself. You build your legacy one relationship at a time.

**Adapt & Ignite!**  
**Or stay where you are.**  
**The choice is yours.**

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