

aviamode

GUIDE TO AVOIDING FEAR OF CHANGE

A step by step guide on making sure that you face change with confidence and a plan to do it right!

"NOTHING IN LIFE IS TO BE FEARED, IT IS ONLY TO BE UNDERSTOOD. NOW IS THE TIME TO UNDERSTAND MORE, SO THAT WE MAY FEAR LESS."

MARIE CURIE

STEP BY STEP



1. Why change?

Write a list of the reasons that change might be needed in your business or brand. These might be in the form of personal or market change reasons.

2. Where do you want to be?

Set out some goals for the direction that you want to take. Is there a new product type that you want to try selling or are you thinking about switching up the direction of your content?

3. List the pro's and cons


How will you and your audience be positively or negatively affected by the changes? Write out all the worrying aspects here and then evaluate whether the cost is worth it.

4. Get some reinforcement

Let people close to you in on your idea. Ask their opinions and see how it plays out. Sometimes ideas become more fleshed out when you bounce them off other people.

5. Find out how your fans, followers or customers feel

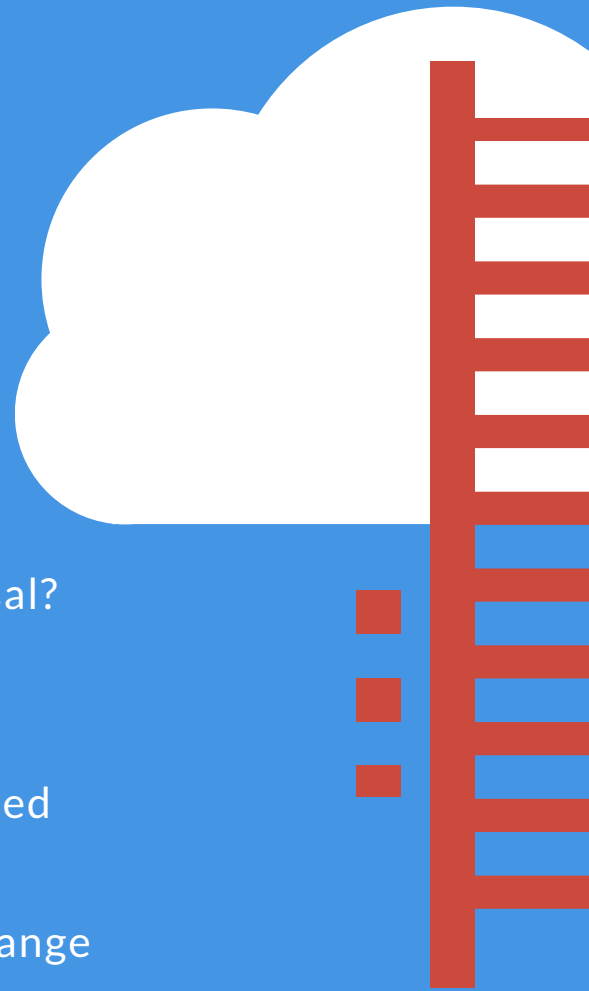
Float the idea to your customer/audience. As a smaller business this will help to get a feel for the reception to the change. Additionally, it can help you plan around pain points that might come up.



PLAN TIME

You've done a lot of the thinking and now it's time to reach for those goals. This final section will help you out with some of the important things that you need to consider as part of the plan.

- What resources do you have at your disposal? Is there anyone's help that you need in particular?
- Have you given people who might be affected by the change a chance to have their say?
- How long a time period do you want the change to happen over?
- What is your contingency plan?
- Which parts of your business will the change impact and what measures will you put in place to make the transition smooth?
- Have you taken the time to share the changes with your audience and prepare?
- Stick to your guns - you might get a bit of negative feedback but you need to do what's best for your business and yourself.



It seems scary on the surface, but all you're doing here is managing your own fears by planning for success!