



Scott Deming

Author ♦ Consultant ♦ Speaker ♦ Trainer ♦ Transformator

Understanding and Managing Change

Techniques for dealing with generational perceptions and other employee attitudes

When a new, young employee realizes that her work computer is not even as up-to-date as her home computer, her perception of the company she works for takes a hit. In her mind, it's not the computer that's antiquated, it's the company.

When a young employee sends an email to a colleague that in turn gets forwarded to a vendor or a client, chances are it's laced with typos and acronyms, such as "JK", "LOL" and "BBFN". In his mind, this is a perfectly acceptable way to communicate with others at work, since this is the way he's been communicating with friends and family for years.

Due to the ever growing accessibility to instant messaging, text messaging and emailing from computers and Blackberry's, most of today's workforce is losing their verbal and personal communications skills. They rely so heavily on the one-sided, static form of electronic communications that they forget there's a person on the other side of the message that may be misinterpreting their thoughts, questions, instructions, etc. With one simple stroke of a key and push of the send button, entire communications may become misunderstood, unclear and ultimately acted upon incorrectly. Assumptions and mistakes are made, resentment builds, the trust factor deteriorates and any chance of a relationship and a brand building process is destroyed.

A person is hired by an organization and thereby given a title, salary and job description. When asked to help out in another area, or when told their position has been eliminated and they are now being moved to another position, they are crippled with confusion and uncertainty. "I thought THIS was my job?" "What now?" "Why?" "This isn't what I was hired for."

These and many other "changes" in the workforce must be addressed. A clear, simple and effective communications process must be implemented in order to deal with generational change, technology change, customer expectation change, job change and more. Scott Deming's twenty-plus years of national advertising agency ownership and business consulting with multi-national, publicly traded companies, as well as small, independently owned entities has given him the experience and expertise to effectively deal with these issues. As part of the "Brand Building" process, it is imperative that management understands the techniques for creating an environment that welcomes and correctly manages change.