



Cornell University

“Making Great Changes Happen”

In Your Business, Career, and Personal Life!

July 21, 2010



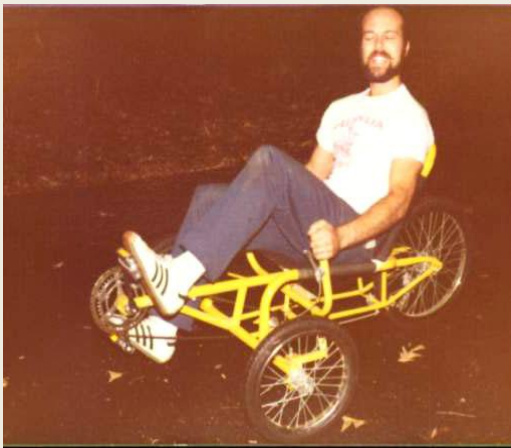
Larry Rudwick ‘74

Google: “Larry The Tune Up Guy”

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Larry Rudwick

Entrepreneur since childhood

Career #1: interested & actively involved in ***small wheeled vehicles*** since childhood.

- **Inventor, 3 Patents**
- **Co-founder** of Production Research Corporation (“PRC”) in 1977
- **PRC** grew to over 60 employees
 - **45% share** of the US wheelchair replacement parts market
 - **Sold** to its major competitor in 1996

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Larry Rudwick

“Larry The Tune Up Guy”

“Career” #2: - A **REAL** Learning Experience

- 1) **Don't Play Superman** - or be a kid in a candy store
- 2) **Less is More** - don't overload yourself
- 3) **Be Realistic** - take off the rose-colored glasses
- 4) **Caution about Changing Fields** - often takes a lot to do
- 5) **Accept Good Advice** - such as “try a different approach”
- 6) **Be Patient** - Rome wasn't built in a day!

These lessons & many more help me help others in Career #3.



Larry Rudwick

“Larry The Tune Up Guy”

Career #3: Business Consultant & Executive Coach

(since ~2003)

1) **About Me:** right brain/left brain - have engineering & technical but *people skills* ALWAYS used in this career

**Goal Setting • Problem Recognition • Leadership Training
Communications • Time Management • Facilitation
Conflict Resolution • Reality Checks!**

2) **My Passions:** business challenges, helping people, enjoyment/humor!

3) **Like working with:** individuals, small privately owned businesses



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About Coaching

- **“Pure” Coaching:** the theory of...
- **Executive Coaching:** learned during certification process



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Generalities Of Life Today

- 1) **BUSINESS/CAREER/LIFE:** often more complex
- 2) **GOOD DAYS/BAD DAYS:** How's our thinking?
- 3) **OUR POTENTIAL:** Feel like growing & more content?
- 4) **TIME TO REFLECT:** Let's do it!
- 5) **POLL QUESTION** Coming now!!



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"Making Great Changes Happen"

In Your Business, Career, and Personal Life!

Poll Question

***"Would YOU be willing to make a few simple changes to
improve your business, career and/or personal life?"***

Answer: (Yes/No)



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Most people want some changes (6 topics to be covered)

- 1) What **NOT** to change... *that much*
- 2) What to **CONSIDER** changing
- 3) Why we **AVOID** change
- 4) Why we **DO** make changes
- 5) The **BASICS** of Change
- 6) A **SIMPLE PROCESS** to start Making Changes

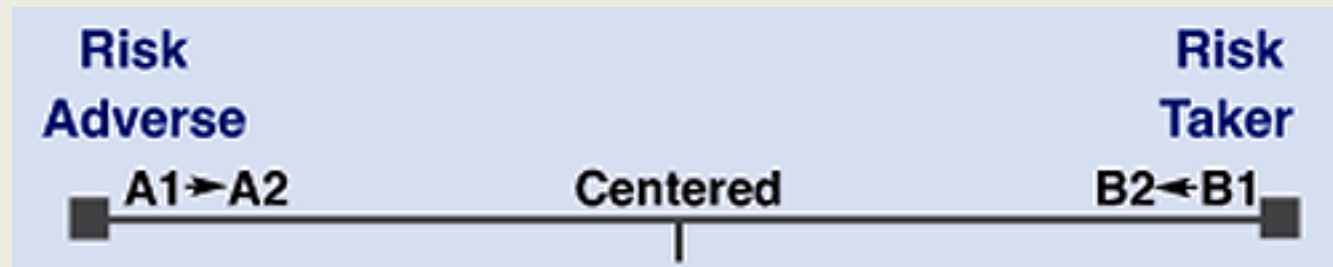


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Topic 1- What NOT to Change - that much Your CORE SELF ("Core Values & Beliefs")

- **Examples:** risk-taker vs. risk-adverse, frugal vs. spendthrift, optimistic vs. pessimistic, rigid thinking vs. open-minded, funny vs. serious/dull, strong-willed vs. passive, persistent vs. quitter, giver vs. self-centered
- **The essence** of who you are - mostly set when young - not likely to change *that much*.
- **However:** Small changes to core values can have a HUGE impact on your success, contentment!





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Topic 2- What to CONSIDER Changing*

- 1) Your Thoughts** - how and what you think
- 2) Your Attitude** - your "mindset"
- 3) Your Influences** - who and what
- 4) Your Focus/Goals** - put them *in writing*
- 5) Energy/Motivation** - physically and mentally
- 6) Your Actions** - The proof's in the pudding

*** These are all interconnected. Changing one can change them all!**

Interrelations of Thoughts, Attitudes, Influences, Focus, Goals, Motivation, & Actions

- Thinking “good” **thoughts** will improve your **attitude**.
- Distorted **thoughts** sometimes causes inappropriate **actions**.
- Being with people who positively **influence** your “creative juices” will give you more **energy**.
- Setting your **goals** will help **focus** your **thoughts**.
- Being more **motivated** will lead to more **actions**.
- Your **thoughts** impact your **actions**, and your **actions** impact your **thoughts**.

Interconnections of Thoughts, Attitudes, Influences, Focus, Goals, Motivation, & Actions* (continued)

- **Focusing** on your “family first” improves your **attitude** at work.
 - When your **goals** are well **thought** out, you’re more conscious how things that **influence** you are affecting your **actions**.
 - People who **influence** you to take **action** on things you don’t **think** you have **energy** to do, often makes you feel better & improves your **attitude**, when you *complete* these important tasks.
 - *Feeling better about yourself* will often improve **your love life!**
- * **This list could go on and on!**



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Topic 3- Why We AVOID Change

*"Before I give some reasons, may I ask
two volunteers to suggest why we
often AVOID change?"*



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Why We **AVOID** Change

- 1) **Habits** - "It's always been this way."
- 2) **"Change is HARD"** - or so we've been lead to believe
- 3) **Man's worst fear** - uncertainty.
- 4) **The Nitty Gritty** - the devil's in the details
- 5) **Costs** - Can we afford it (time/money/effort, etc.)? Can we afford NOT to change?



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Why We AVOID Change

(Summary)

- **Logical**/factual/technical reasons
- **Emotional**/psychological reasons
- **All** of these reasons must be resolved to make great changes happen



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Topic 4- Why We DO Make Changes

(...to our **thoughts, attitudes,
goals, influencers, actions...**)

*"Would you offer some reasons
why we DO change?"*



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Why We DO Make Changes

Reason #1: We WANT to

- Pro-Active
- Voluntary
- Realize What To Do
- Emotionally Ready
- Ideal



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Why We DO Make Changes

Reason #2: We HAVE to

- Re-Active
- Involuntary/Required
- Inevitable/Alternative Even WORSE
- Probably Not Emotionally Ready
- NOT Ideal
- **Overall Conclusions**



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Topic 5- The BASICS of Making Change **(Journey/Vacation/Travel Analogies)**

- 1) Know Where You're At: & who you are**
(Know where you're _____)
- 2) Know Your Goals: & what you want to accomplish**
(Know your _____)
- 3) Make Some Plans: & how you will accomplish your mission**
(Know your _____ & _____)
- 4) Emotional Readiness: Are you psyched to do this?!?!**
(Are you _____?!?!)
- 5) Monitor Progress: Make sure you stay on plan**
(Make sure you stay _____)



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The BASICS of Change

(Summary)

It involves some:

- **Thinking and planning**
- **Soul searching**
- **Help/guidance** from at least one person experienced
For example: We need help "seeing ourselves" more accurately.



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Topic 6- How to Jump-Start Making Changes

- **The “Executive Assessment”**: First step - answer the *“Ten Questions that Can Improve Your Life!”*
- **Iterative Process** - “drilling down” to clarify
- **More Info:** www.BusinessTune-Ups.com/Executive-Assessment.html



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"Ten Questions that can Improve Your Life!"

1) What are Your Goals?

Short Term (up to 6 months)

Medium Term (6 months to 2 years)

Long Term (over 2 years)

How long have you had these Goals in mind?

2) Obstacles

What challenges do you think are preventing you from achieving your goals?



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"Ten Questions that can Improve Your Life"

3) Strengths How would you characterize YOUR best strengths?

4) Preferences What types of things do you like to do?

5) Dislikes What do you do you really don't like to do?

6) Weak Areas What do you do you don't feel you do that well?



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"Ten Questions that can Improve Your Life"

- 7) Growth:** What would like to learn/learn better to help you obtain your goals?
- 8) Current Advice / Help from Others:** What type of advice/help are you receiving from others now, if any?
- 9) Trusted Advisor:** Would you like to have someone experienced additionally available to you that would be helpful to your thinking and growth? What might you work on with this person?
- 10) Questions:** Do you have any questions for me right now?



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Conclusions about Making Change

- 1) We're creatures of habit.
- 2) We avoid change for several reasons.
- 3) Most people are willing to change, *if encouraged!*
- 4) Change occurs for two basic reasons.



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Conclusions about Making Change (continued)

- 5) **There's a simple process** to jump-start change.
- 6) **Change** requires rational & emotional factors.
- 7) **Making Change** doesn't have to be difficult or unpleasant.
- 8) **Change is** within YOUR control!



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Open Question Period





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Contact Larry Rudwick



- **Free Consultation** - just call or email
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- Recording and Presentation will be available on www.cen.cornell.edu click on **Web Seminars**

THANK YOU!