



MBDⁱ *insight* #41

People Don't Fight Change ... They Fight Being Changed

If asked, most people would say they advocate change ... that a certain variety in life adds excitement and makes things more interesting on a daily basis. Be it the change of the seasons or the change in Business Development opportunities, all of us "take" to something new. Unfortunately, we tend to bring a lot of our old thinking and ways to these new opportunities. In the modern world change is constant; computers have replaced innumerable things that were done by hand. Cell phones, PDAs and other electronic devices have significantly changed the way that we engage and communicate, and this rate of change is ever accelerating.

However, regardless of what we say, by our very nature we actually fight change. People tend to be comfortable with the way they've always approached previous relationships. They allow themselves to stay in a psychological and emotional comfort zone, which significantly limits their growth and potential. Complacency is a rut ... and that rut is a grave with no end. We seldom encourage other people to challenge us to change, and even less frequently challenge ourselves to change. Only through reevaluating our thinking and how we approach our day to day behavior will we be able to capitalize on any new opportunities. Change begins from within, and is seldom initiated until the *pain of change is less than the pain we are in.*

MBDⁱ Consulting, Placement & Training – [Are you Ready to Stop Fighting Change?](#)

Copyright 2006. All rights reserved. Mastering Business Development, Inc.
5935 Carnegie Blvd. Charlotte, NC 28209
704.553.0000 Fax 704.553.0001 www.mbd.com



Founded in 1979, Mastering Business Development, Inc. (MBDⁱ) is an international Business Development consulting firm that offers an end-to-end suite of revenue generation services targeting Fortune 200 and midsize firms primarily in the engineering, scientific, and research related industries. We specialize in the design, development and tactical implementation of customized revenue generation processes. Our Business Development services include: operational strategy and planning; tactical process refinement and integration; personnel search, selection, testing and placement; and Business Development process training at various levels.