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34th Annual Conference
McNamara Alumni Center
University of Minnesota
February 13th, 2018

RENEW,
Rejuvenate,
RELOCATE!



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Accepting Change, Embracing Change

34th Annual Conference
McNamara Alumni Center
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Bret Weiss
CEO/President, WSB



Bret Weiss

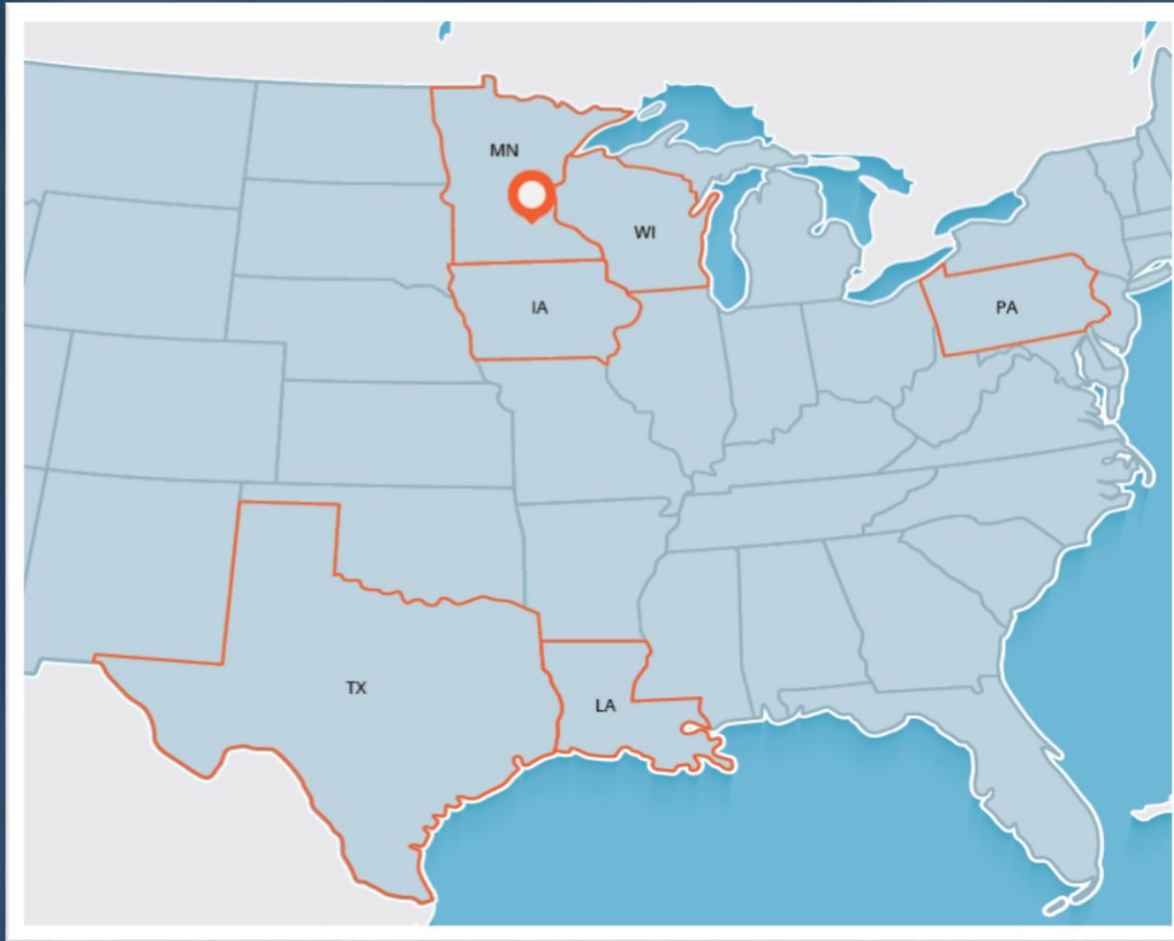
- Son of a salesman
- Born in Iowa, lived around the country
- Attended University of Minnesota
- Football and Coach Holtz
- CEO and Idea Guy

There are those who look at things the way they are, and ask why... I dream of things that never were, and ask why not?

- Robert Kennedy



How did I get here?



WSB

- Design & Consulting Firm
- Infrastructure
- Founded in 1995
- 12 offices in 4 states
- Desire to be different



If you stand up to be counted, from time to time you may get yourself knocked down.

But remember this: A man flattened by an opponent can get up again. A man flattened by conformity stays down for good.

- Thomas J. Watson Jr.
IBM



Change before you have to!

- Jack Welch



There is a temptation for all of us to blame failures on factors outside our control. There is a comfort in “doubling down” on proven processes, regardless of their efficacy.

Few of us are criticized if we faithfully do what has worked many times before. But feeling comfortable or dodging criticism should not be our measure of success.

There is likely a place in paradise for people who tried hard, but what really matters is succeeding. If that requires you to change, that’s your mission.

- *General Stanley McChrystal*
Team of Teams



What are you trying to do?

What is holding you back from changing?

WIN

What's Important Now?

- *Lou Holtz*



Humanness and the Blue Ocean Shift



Choosing Strategies for Change

– Harvard Business Review

It follows that an acceleration in the rate of change will result in an increasing need for reorganization.

Reorganization is usually feared, because it means disturbance of the status quo, a threat to people's vested interests in their jobs, and an upset to established ways of doing things.

For these reasons, needed reorganization is often deferred, with a resulting loss in effectiveness and an increase in costs.

- *Martin Bower and C. Lee Walton, Jr.*
Gearing a Business into the Future
Challenge to Leadership, The Conference Board 1973



Focus on “competitive excellence”

Take steps that provide:
drips of “marginal gains”

*- Hugh McCutcheon
MN Gophers & Former Olympic
Volleyball Coach*



It is not simply the brightest who have the best ideas; it is those who are the best at harvesting them from others.

It is not only the most determined who drive change; it is those who most fully engage with like-minded people.

And it is not wealth or prestige that best motivates people; it is respect and help from your peers.

- Alex “Sandy” Pentland,
Director of MIT
Human Dynamics Laboratory



Thanks for listening.

Be your best!

- *Bret*





THANK YOU!

