

50 Reasons We Can Change

1. Because the world keeps changing.
2. Because the competition keeps changing.
3. Because there's somebody in a garage somewhere who's pushing change.
4. Because technology keeps changing.
5. Because the web changes everything.
6. Because not changing is how you lose.
7. Because great teams are all about change.
8. Because we're all creative by nature—and change taps into that creativity.
9. Because change opens up new possibilities.
10. Because we're not afraid to try things—even if one experiment happens to “fail,” we still learn from it.
11. Because our kids will if we don't.
12. Because insanity is doing the same thing over and over and expecting different results.
13. Because our business will go extinct if we don't.
14. Because it is liberating to let go of old ways of doing things.
15. Because it is fun to let yourself dream about a future that does not yet exist.
16. Because the world is getting smaller and smaller.
17. Because we have access to more brilliance faster.
18. Because we can collaborate and work with anyone, anywhere, anytime.
19. Because when we innovate and it works, spirits soar.
20. Because it is a way to harness the brilliance of others.
21. Because innovating can engage others while leveraging the need for each person to feel unique.
22. Because failure isn't failing—failure is failing to try.
23. Because we want to make our own future, not have someone else dictate it to us.
24. Because fear of change only makes us cowards—and who wants to be that?
25. Because we all have something to learn and we all have something to teach.
26. Because we want to do work that has meaning.
27. Because we all want to make a difference in our work and in our lives.
28. Because “what if?” is a beautiful question.
29. Because no single one of us is as smart as all of us working together.
30. Because the way you know a living organism is dead is when it stops changing!
31. Because trying new things is why we're here.
32. Because all you need is a taste of innovation to realize that you crave more of it!
33. Because it turns out we're all innovators—and it goes against our nature to suppress innovation.
34. Because it stimulates new thinking.
35. Because it creates breakthrough results.
36. Because it keeps us searching.
37. Because we open our minds to entertaining different approaches.
38. Because it can improve things.
39. Because it is active learning defined.
40. Because we get to examine market, business and customer trends while we do it.
41. Because it makes us leaders of change.
42. Because our perspective changes as we learn about anything new.
43. Because it helps us become aware of and remove barriers.
44. Because you don't know what innovation you're capable of coming up with until you do it!
45. Because working together to produce innovations will help you work together on everything you do.
46. Because there's no such thing as “good enough.”
47. Because it makes us better listeners, collaborators, learners and leaders.
48. Because your mind wants something really meaningful to work on!
49. Because real wealth comes from creating something new—and then the next thing after that.
50. Because it's what leaders do!

50 Reasons We Can't Change

1. We've never done it before.
2. Nobody else has ever done it.
3. It has never been tried before.
4. We tried it before.
5. Another company/person tried it before.
6. We've been doing it this way for 25 years.
7. It won't work in a small company.
8. It won't work in a large company.
9. It won't work in our company.
10. Why change—it's working OK.
11. The boss will never buy it.
12. It needs further investigation.
13. Our competitors are not doing it.
14. It's too much trouble to change.
15. Our company is different.
16. The ad department says it can't be done.
17. The sales department says it can't be done.
18. The service department won't like it.
19. The janitor says it can't be done.
20. It can't be done.
21. We don't have the money.
22. We don't have the personnel.
23. We don't have the equipment.
24. The union will scream.
25. It's too visionary.
26. You can't teach an old dog new tricks.
27. It's too radical a change.
28. It's beyond my responsibility.
29. It's not my job.
30. We don't have the time.
31. It will obsolete other procedures.
32. Customers won't buy it.
33. It's contrary to policy.
34. It will increase overhead.
35. The employees will never buy it.
36. It's not our problem.
37. I don't like it.
38. You're right, but...
39. We're not ready for it.
40. It needs more thought.
41. Management won't accept it.
42. We can't take the chance.
43. We'd lose money on it.
44. It takes too long to pay out.
45. We're doing all right as it is.
46. It needs committee study.
47. Competition won't like it.
48. It needs sleeping on.
49. It won't work in this department.
50. It's impossible.