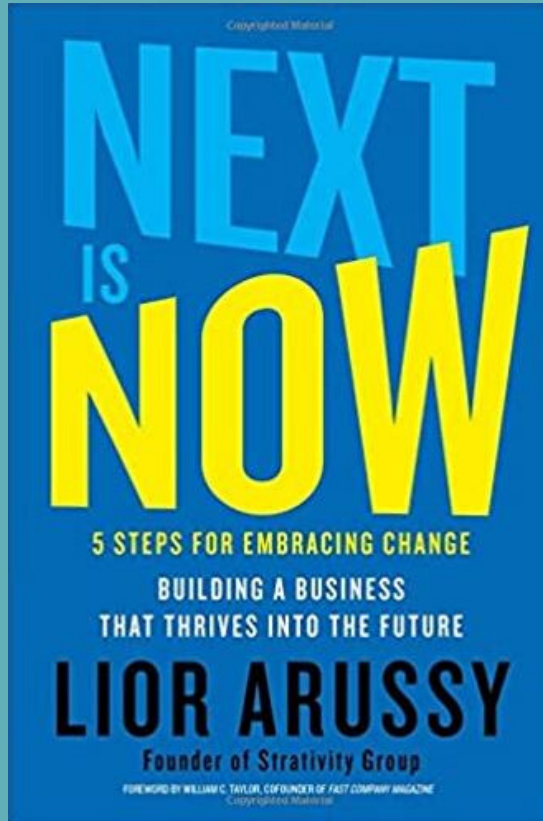


ZACK'S FIVE FAVORITE QUOTES AND LESSONS

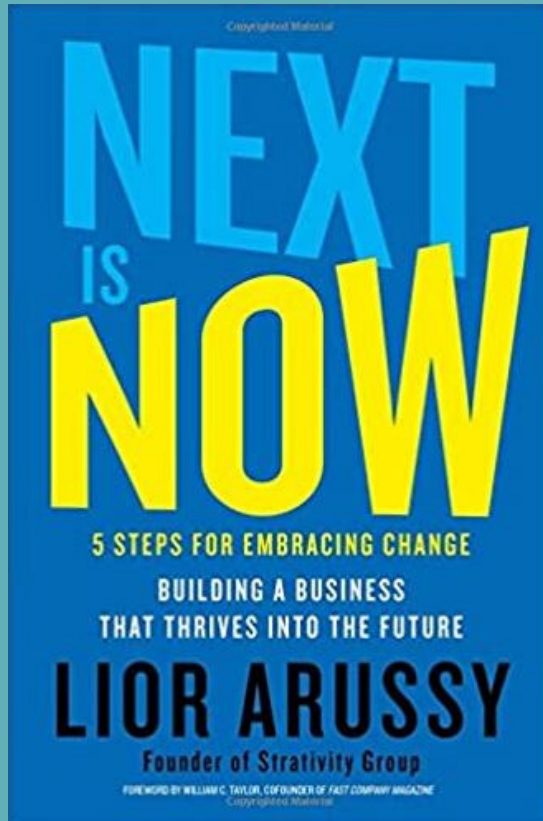
Next Is Now: 5 Steps for Embracing Change

Lior Arussy



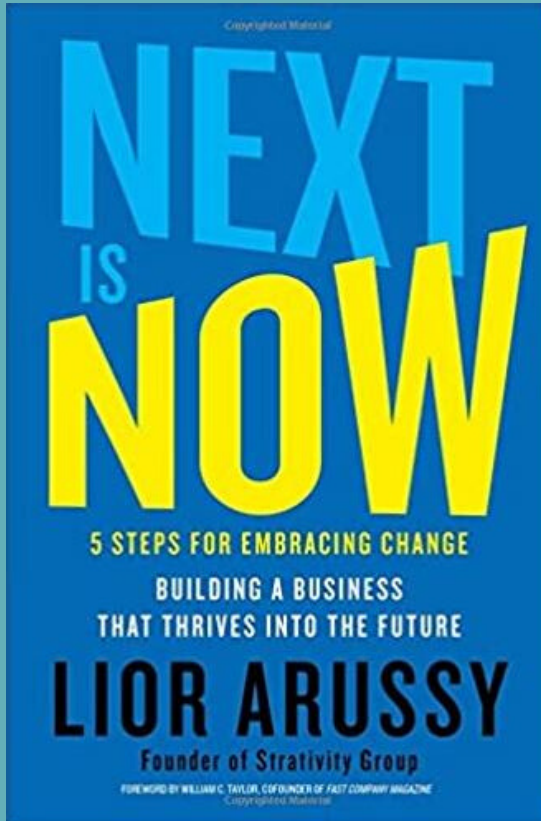
The reality of change:

*You cannot predict exactly what will happen once you start making changes. The good news is, change gives you the chance to rewrite the future. **Wouldn't you prefer to live in a future you created than one someone else forced upon you?***



Change leads to new opportunities:

Every change opens new doors. When we focus on the past, we blind ourselves to the new opportunities that accompany change. When we focus on our core cause and the customer impact we deliver, on the other hand, we can see the new world of opportunities that change ushers in.



The beauty of transforming yourself:

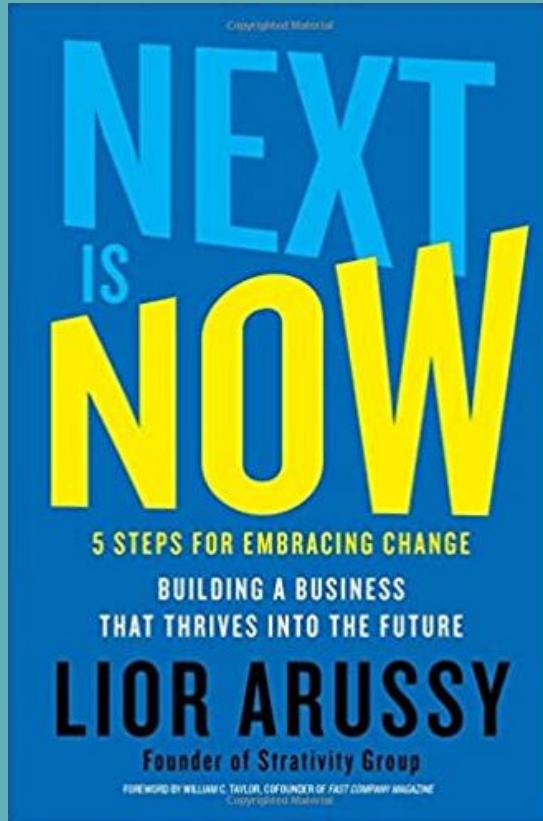
*Transformation is, by definition, risky. You are attempting to do something you've never done. You don't know how it will work. That is part of the excitement and the fear. ... **If you want the excitement of the new, you must assume the fear of the unknown.***

Pages 204-205



The essence of a culture that embraces change:

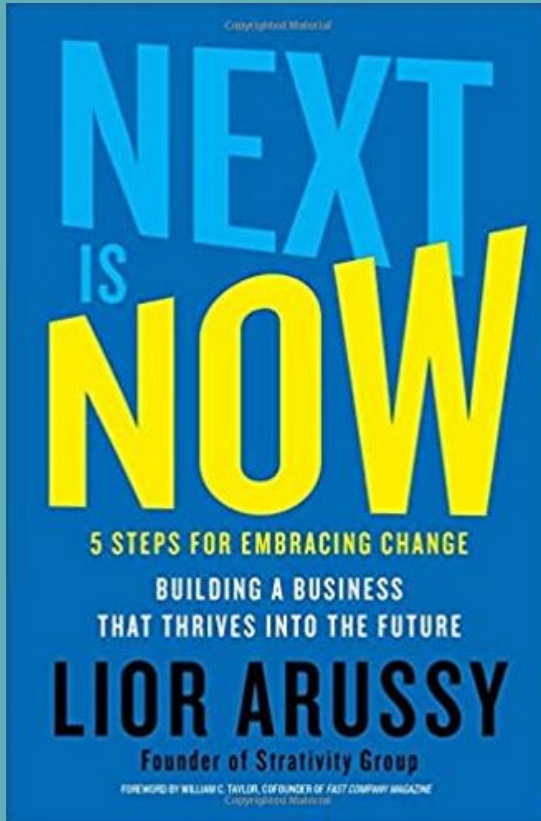
*A change-resilient culture never accepts the status quo or yesterday's success. It's a culture of curiosity: **seeking new ideas through customers' comments, employees' ideas, new technology, and competitors' moves.***



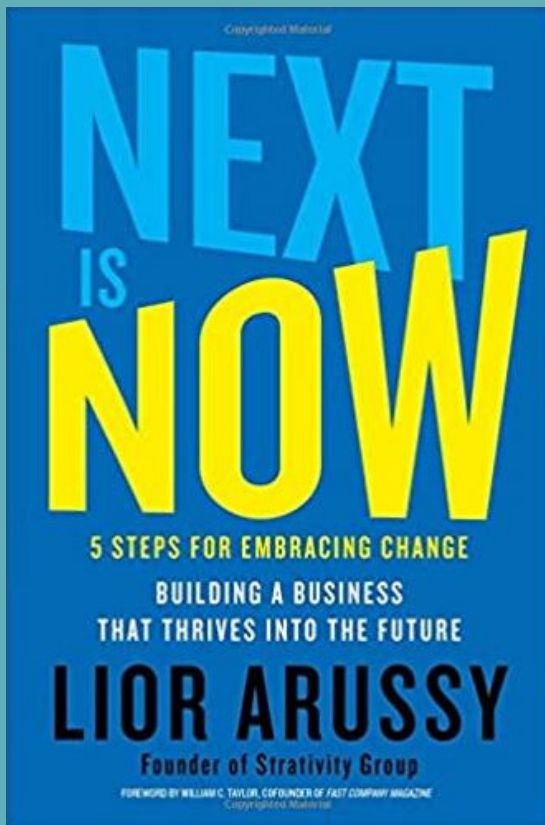


Not losing sight of who you're impacting and how:

*It doesn't matter what kind of initiative you're leading - your core cause ought to be the central theme in every conversation you have with your team. Every bit of conversation should **start and end with the human impact.***



Pages 221-222



In the comments below, tag a friend or colleague who should check out this book.



**Compiled and designed by
Zack Raab (zackraab.com)**