

## Embracing Change

### **What Motivates people to change**

**“You must be the change you wish to see in the world. ”**

**Mahatma Gandhi (1869-1948)**

“Change we believe in” is a popular saying from Senator Obama’s 2008 Presidential campaign. When a certain lifestyle or philosophy no longer caters to one’s personal needs and wants, they will look to alter their situation for a better alternative. When there is an opportunity for a better way of life people change to benefit them in particular and society in general.

Hardship is the most obvious reason that people change. The Obama campaign capitalized on this very trait of humans. Many Americans had lost jobs and means to livelihood under the Bush administration. Senator Obama gave hard hitting speeches that pointed out the hopelessness of voting for the opposition. Voting for the opposition would mean voting for Status quo, the same leadership that led to America’s decline. By appealing to voter’s fear of an economic recession and looming hardships, Obama was able to clearly relay a message of necessity of change for the better.

On the contrary some conservationists believe modernization and change are harmful and will lead to radicalism and iconoclasts. For example, in Victorian Britain, novels were shunned when they were first introduced. People then thought that novels impeded intellectual growth and widening of horizons. What they failed to foresee was the long-lasting and widespread impact novels have had on the lives of people all over the world.

Lastly but most importantly it is the very survival of a species that motivates it to change. From the beginning of life, survival of fittest, the greatest of all theories known to mankind, has governed evolution. Only those beings that adapted to their changing surroundings were chosen by nature to carry on in the grand scheme of the universe.

Change is situational, it is essential and it helps us survive. For a city dweller it could mean switching to a better paying job but to an animal in the jungle it could mean a new hunting ground! For both it is inevitable. So let’s welcome change and embrace it wholeheartedly.

No matter who or what the circumstances, every person who is considering changing something about herself or himself has a reason, a motivation to change, that can reinforce and strengthen the resolve to change



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when change becomes difficult.

Over the years we have observed and understood that some people remain the same while others adapt and change because they are not able to withstand the pressure of pain, pull, or push forces. Unless people experience one of them, they are pretty well likely to remain where they currently are at.

### **Pain-Motivated Change**

Senator Obama focused on this change motivator to get people to elect for him. The point at which this happens varies widely from person to person. We all experience pain in different ways, but some of us are very good in putting on blinkers and ignoring a situation that would drive someone else up the wall. Yet we all have a breaking point. Exactly where and when we reach that point varies from person to person.

### **Change Created by Being Pulled Toward New Behavior**

People change if they are acted upon by forces of the universe that can pull them toward modifying their behavior and shifting their perspective of the world. These forces arise in three areas- The physiological push to grow and enter the next phase of life, different stages of development in life cycle & response to information and inspiration.

### **Change Forced by a Push From An External Source**

When we look at the push from an external source, an excellent example is the change forced on people in the aftermath of the September 11th attacks. The lives of some of the people who were directly involved have had to change because their offices and homes were destroyed or they have lost an important member of their family.

In the end, your motivation to change something about yourself may come from a variety of sources, perhaps a little because of pain, a little because you're inspired to be a better person, and a little because of your needs. Becoming aware of your primary motivation to change is the best source for setting off on a new path, a new direction in life.

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### **Author Bio:**

**Vikas Vinayachandran** is a certified Coach and Leadership Facilitator. His ability to establish a deep connection with the participants gives him the unique skill to leave an indelible mark in the lives of his trainees. He has over 15 years of experience conducting training programs for various levels of management in Fortune 500 companies. He has an MBA from the prestigious Lancaster University Management School, UK.

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