



How do you respond to Change?

- The Family Elder** Have seen it all before and can recount endless stories both positive and negative. Importantly, they hold crucial information about the firm's core identity. Often they are dismissed as "over the hill". At their best they remind the younger family members the core purpose of the endeavour, at their worst, they tell people why something "won't work because we tried it before".
- The Eldest Sibling** Ambitious, responsible, climbs the bandwagon of change (as soon as it becomes the established order) receiving rewards and recognition for new innovation.
- The Middle Sibling** Committed to the idea of change, if only because "things will get better around here", willing to take risks and experiment; but feeling, in the end, unrecognised and unrewarded.
- The Youngest Sibling** Expecting to be protected, conscious of human needs and community, and resisting the upheaval of change. Have expectations that leaders are the only people to create change, often denying their own power and influence.
- The Adolescent
"Extremist" Sibling** The family terrorist against change, whatever shape it takes. Ultimately, they believe a conspiratorial group controls the firm. They exhibit absolute certainty they have the truth. See many others as successful since they believe they are aligned to the conspiratorial group. They consistently indulge in irresponsible accusation and character assassinations.



The Persecuted

Uncle

Feels on the edge of the organizational family, rarely expressing his needs for inclusion. Speaks a good line in “victim talk”, rarely confronting the appropriate individuals. This uncle prefers to talk over the fence to neighbours outside the core family. Relishes organizational feedback tools as an opportunity to reap revenge for being “left out”.

How might you respond in a more thoughtful way?



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