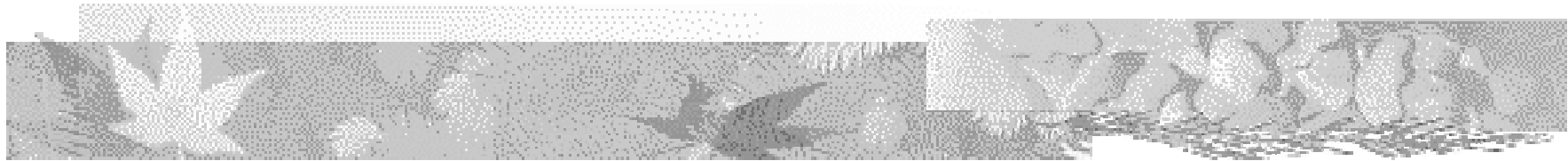


# **Fear Less and other Patterns for Introducing New Ideas into Organizations**



Linda Rising

[www.lindarising.org](http://www.lindarising.org)

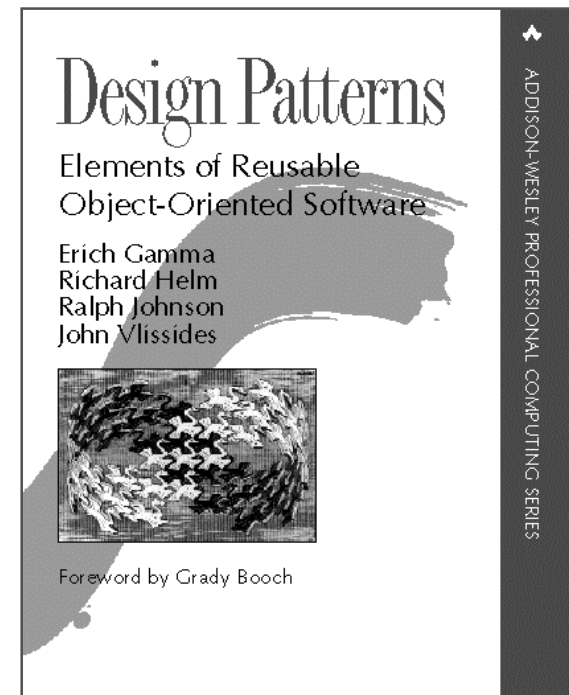
[linda@lindarising.org](mailto:linda@lindarising.org)

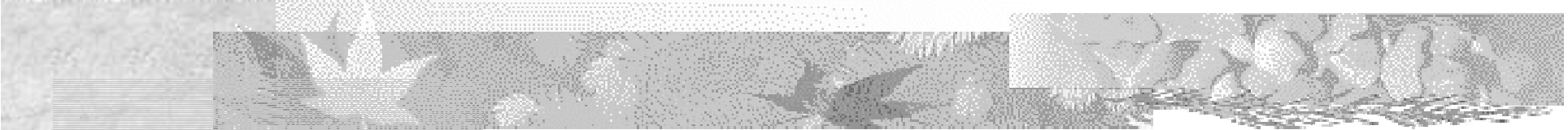


*What's a pattern?*

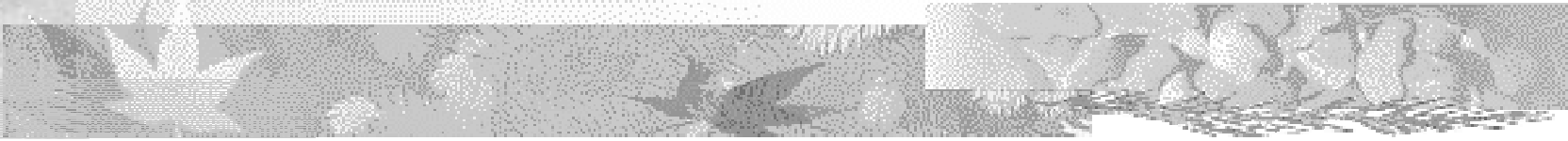
# What's the GoF Text?

Gamma, Helm, Johnson, Vlissides  
Introduced at OOPSLA '94





*Giving a name to a recurring  
problem with a known solution.  
The names of related patterns can  
be used to have a conversation  
about the problems and solutions.*



# Alexander's Definition

Christopher Alexander - building architect and author

The Timeless Way of Building

A Pattern Language

Each pattern describes a problem that occurs over and over again in our environment and then describes the core of the solution to that problem in such a way that you can use this solution a million times over without ever doing it the same way twice.

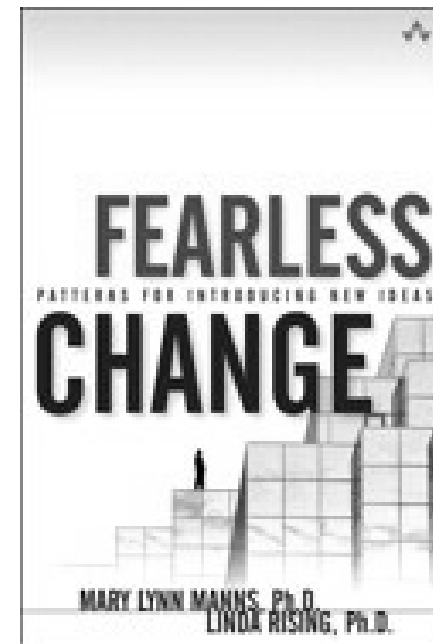
[www.math.utsa.edu/sphere/salingar/NatureofOrder.html](http://www.math.utsa.edu/sphere/salingar/NatureofOrder.html)

[www.sunlighthomes.com/t.patlang.html](http://www.sunlighthomes.com/t.patlang.html)

# Fearless Change

Patterns based on

- Social psychology
- Influence strategies
- Evolutionary biology

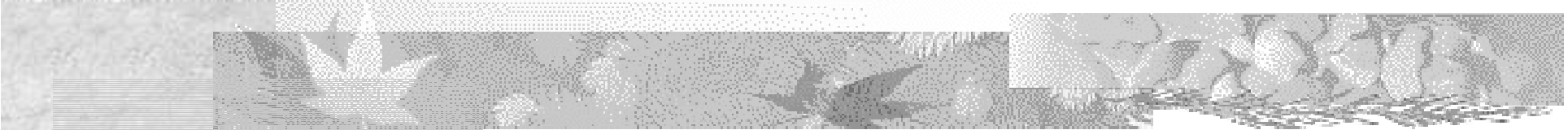




# Evolutionary biology

Our brains have not changed significantly  
since the Stone Age ~ 200,000 years

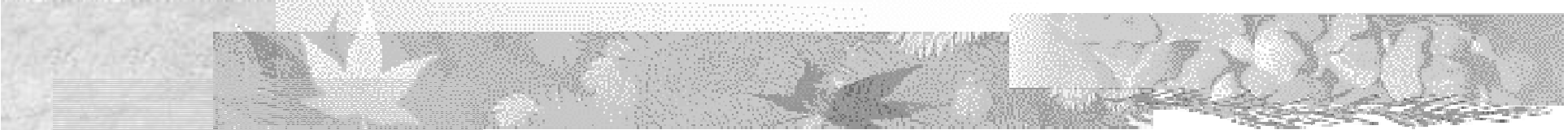
We still behave in ways that enabled survival  
and success in a very different  
environment.

- 
- *Problems will be tied to myths.*
  - *The assumption underlying the myth will help us find the pattern.*
  - *Support will be provided for each pattern.*

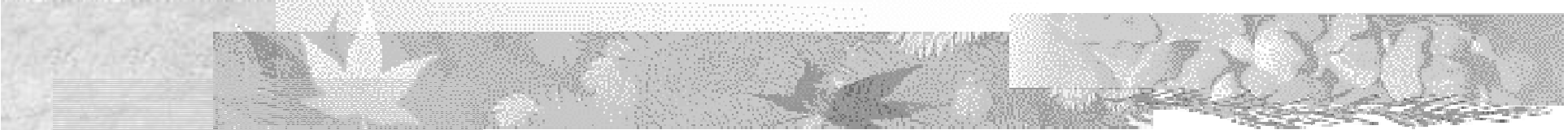


***Myth #1:***

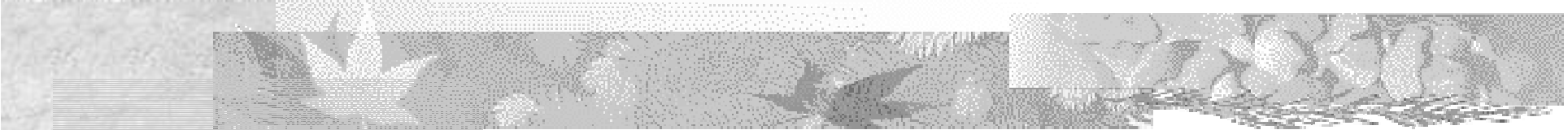
Having a good idea is enough. I shouldn't have to *sell* the idea.



*Underlying the myth:*  
**An idea is “good” or “bad.”**  
**Good ideas “should” succeed.**

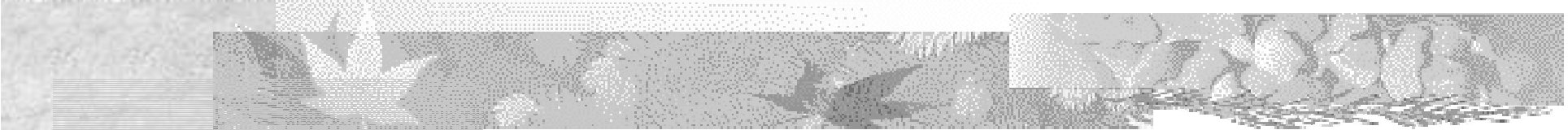


***Evangelist:*** Have passion. Sell your idea, but also sell yourself. However, don't “get religion”!



You have your story, but you have to put the best twist on it. On each gig, you must be marketing Me Inc. You can go too far, but you constantly have to spin doctor. If you don't, you have what I call the “engineer's mentality” and believe that truth and virtue will automatically be their own reward. That's a crock, no matter what you do for a living.

Tom Peters



We communicate on many levels—conscious and unconscious. Having integrity means sending consistent messages.



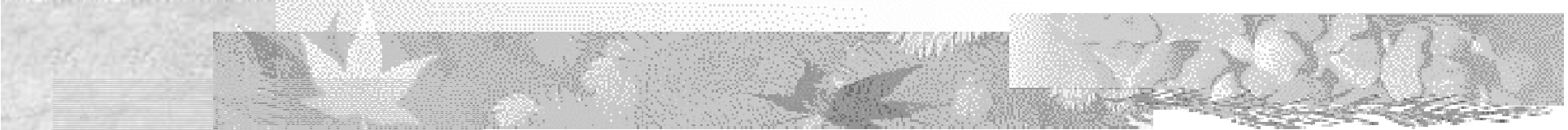
*Myth #2:*

If we just explain the value in the new idea, people will understand it and accept it.

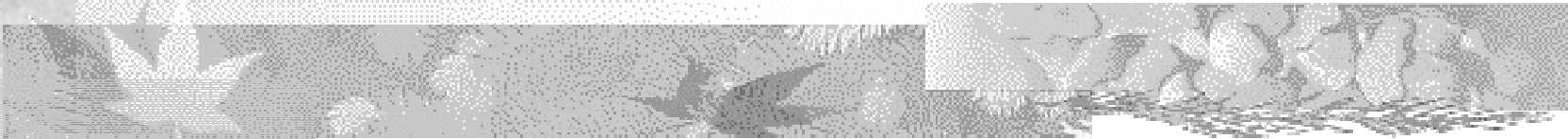


***Underlying the Myth:***

After all, we're reasonable people  
and logical decision-makers!



***Personal Touch:*** Help others see how your idea can be useful in solving their problems.



As you sit across the table from the person you'd most like to work for, it is crucial that you relate your skills to what's going on in his head, not merely to what's going on in yours.

***What Color Is Your Parachute?*** Richard  
Nelson Bolles



*Myth #3:*

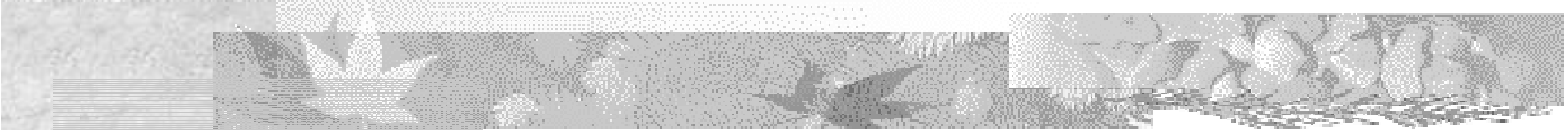
You're a smart person, so you don't need any help from others.

After all, this is **your** idea!

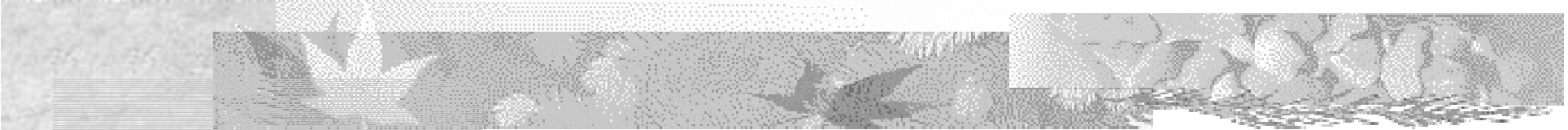


*Underlying the Myth:*

Reaching out is a sign of  
weakness and, why do all that  
work if you're not going to get all  
the credit?



***Ask for Help:*** The idea is yours  
and you believe in it, but the idea  
must not be “all about you.”



What separates those who achieve from those  
who do not is in direct proportion to one's  
ability to ask for help.

Donald Keough, former president Coca-Cola



***Just Say Thanks!***



***Research suggests that grateful people:***

- Have more energy and optimism
- Are more resilient in the face of stress
- Have better health
- Suffer less depression
- Are more compassionate, more likely to help others, less materialistic, and more satisfied with life.



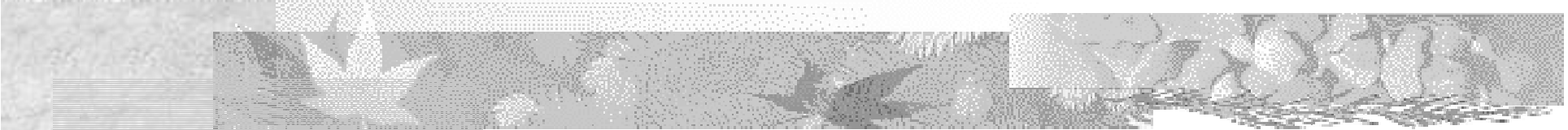
## *Just Say Thanks!*

Appreciate others! Make it an everyday practice. Tell them what a good job they do, how kind they are, or how nice they look—as long as it's true!

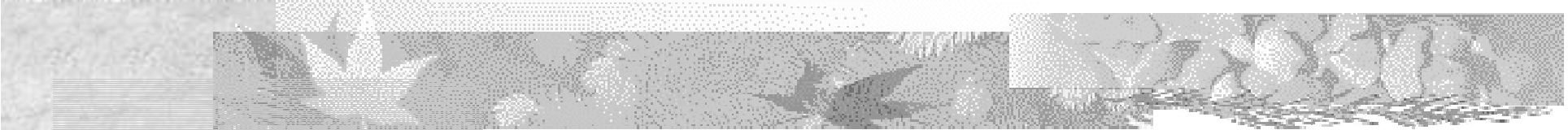


***Myth #4:***

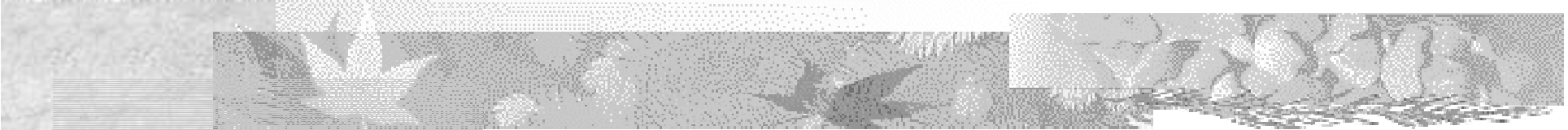
The best way to deal with people who are against the new idea is to try to avoid them.



*Underlying the Myth:  
Cynics and skeptics are  
naysayers and negative people  
with nothing useful to say.*

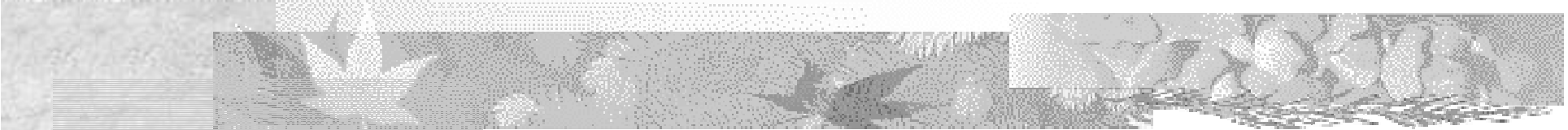


***Fear Less:*** Use resistance to your advantage. Listen, really listen, and learn all you can.



Listen hard to what you don't  
want to hear.

My mom



There are 48 patterns in *Fearless Change* to help you introduce new ideas. This is just a start!

Send me some email!  
Thanks!