Our Iceberg is Melting
Changing and Succeeding Under Any Conditions

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Did you read Who Moved My Cheese? by Spencer Johnson? Allegorical tale about a group of mice that were wrestling with “change”.

So this is an updated take on the topic. (With a foreword by Johnson, btw)

Iceberg Melting ~ Global Warming and Climate Change, get it? [A digression: Noteworthy that just-re-elected US Pres Obama, in his first press conference, stated unequivocally that he’s a believer that climate change is real and that it is driven by human activity]

Penguin colony in Antarctica, living as they have for so many years. Then one of them discovers a problem that could potentially devastate their home.

And pretty much no one listens ... in part because no one wants to hear this bad news.

And have to deal with it.

Other characters display the range of response we see among homo sapiens wrestling with (fighting against) change. There’s even a penguin call “NoNo”!

The story is framed around research and study that shows how Eight Steps can produce needed change in any group.

1. Create a Sense of Urgency.
2. Pull Together the Guiding Team.
3. Develop the Change Vision and Strategy.
4. Communicate for Understanding and Buy-In.
5. Empower Others to Act.
6. Produce Short-Term Wins.
8. Create a New Culture.

So, why am I reading this book?

Yes, I’m very concerned about climate change, the impact it is having and will increasingly have on our world, on our children’s world, on their children’s world.
But it was recommended to me by a friend and colleague in the design/construction sector who does some of things I do.

Studying the trends in the industry and the marketplace, creating strategy and vision, facilitating change.

Demographics, climate, energy, government policies, THE ECONOMY, technology, globalization, risk transfer, new procurement and project delivery models, more competition ... the list of the things changing our world is huge.

And the more I study all of this, the more I realize how critically important strategic thinking and planning is if you want to succeed in the face of the changes that are happening and on/over the horizon for our industry.

I'm working right now with a group of Canadian clients who are seeing the status quo slipping away.

And I'm watching the classic responses - denying, ignoring, hoping for the best, imagining "someone" - not them, of course, "someone" -will turn the clock back to 'the way it used to be'.

I'm helping the leaders develop and implement strategies not just to adapt to the changes ... but to seize the huge opportunities these changes present and succeed wildly.

And some among this group will, I firmly believe, follow the lead and do just that. They'll apply these same principles in their own enterprises, lead their team to success.

While others ... I fear a lot of others ... will simply slip further and further behind.

This little book is an easy read ... but one you'll find yourself re-reading more than once. It's packed with ideas on how YOU can lead change in your business, change that will lead to success!

Give it a look and see how the characters are just like so many of the folks we recognize.

Then watch how the lead penguins engage the rest and create a new future!