

ForImpact

△ ON CHANGE

Be the **CHANGE** you want to see in the world.”

– Gandhi

“EVERY organization needs to ABANDON (**CHANGE**) almost everything that it does.”

– Peter Drucker

“If you don’t like **CHANGE**, you’re going to like **IRRELEVANCE** even less.”

- General Erik Shinseki

“I don’t trust anyone who isn’t trying to **CHANGE** the **WORLD**.”

-Tom Peters

“If people in organizations can’t **CHANGE**, the organization will die.”

- John Byrne

“We don’t need **COINS**. We need **CHANGE**.”

- Sign in a Window

“It’s easier to change **PEOPLE** than to **CHANGE** people.”

- Kets de Vries (via Tom Peters)

CHANGE is one thing. **PROGRESS** is another.”

- Bertrand Russell

“People don’t **CHANGE**. You’re either an eagle or a duck. It is what it is.”

-Tom Suddes

“It’s often easier to **KILL** an organization than **CHANGE** it in any significant way.”

- Kevin Kelly

CHANGE (THE) RULES!!!

“You can’t solve a **PROBLEM** if you are playing by the **RULES**.”

- Paul Arden

“**THERE** are **NO RULES**.”

- Tom Suddes

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(CONTINUED)

“SOCIAL ENTREPRENEURS **CHANGE**
the PERFORMANCE CAPACITY of SOCIETY.”

– Peter Drucker

“SELLING has become more complicated,
competitive and complex... thus the need for
DRAMATIC CHANGE! We will not survive by just
tinkering with the RULES of the OLD GAME.
We need to **CHANGE** the entire GAME.”

- Larry Wilson

“We have to be prepared for **CHANGE.**”

- Santiago in The Alchemist

“**CHANGE** your THOUGHTS and
you can **CHANGE** the world.”

- Norman Vincent Peale

“I get up every morning determined to both
CHANGE THE WORLD and to have one
hell of a good time. Sometimes, this makes
planning the day difficult.”

- E.B. White

“People **CHANGE** habits when the pain in their
current situation exceeds their perceived pain of
adopting a new possible solution.

I call that the ‘**CHANGE** Function.’

It may seem simplistic. It’s supposed to be.”

- Pip Coburn

“**CHANGE** is inspired best by
EMOTIONAL APPEALS,
rather than factual statements.”

- Edward Bernays

“What doesn’t kill us, makes us stronger!”

- Nitschke

LEADERS can’t help but
CHANGE the present,
because the present isn’t good enough.”

- Marcus Buckingham

“If it ain’t broke, break it.”

- Entrepreneurial Mavericks

“It’s the **END OF THE WORLD** as we know it...
and I feel fine.”

- R.E.M.

“As I stood in line screaming in terror while the cashier handed me
two quarters, a dime and a nickel... I was hit with the sad realization:
I was afraid of **CHANGE.**”