

Sideline Management Skills: Facilitating Change

After drafting your Sideline idea, and initiating launch, you will have dozens and dozens of opportunities to make changes big and small. Some of the changes will result from problems, and others will grow out of unexpected opportunities. Now is time to test your knowledge and Skill at Facilitating Change.

Perhaps nothing will define you as a Sideline more than how you manage differences and unavoidable conflicts that arise, however big or small. Time to test yourself on the following two Sideline Case Incidents of typical Sideline Conflict issues.

TEST YOURSELF

[For definitions of each of these 8 attributes see the Studio Section description of the Skills]

Directions: 2 Facilitating Change Incidents [select best skill]

From the following list of 8 Sideline Change attributes, identify the attribute that appears to best address the Incident, and indicate a reason why. Please do submit your answer to the Forum for anonymous community discussion. If you need to review the skill attribute definitions before responding, click on **Sideline Skills in the Studio**

Eight Sideline Facilitating Change Skill Attributes:

- 1 Have and use tell tale signs of impending change**
- 2 Be a “learning organization”, always seeking ways to adapt**
- 3 Avoid having one choice; increase your options by at least one**
- 4 If it ain’t broken, improve it anyway [rather than don’t fix it]**
- 5 Structural approaches are easier to change than behavior or technology**
- 6 Imitation or innovations are both good change strategies**
- 7 Regularly engage in search-n-learn missions w exemplars**
- 8 Recognize that unlearning usually precedes learning**

Facilitating Change Incident #1: Recently I was at a popular recreational equipment store with my buddy and saw a staff member repairing plastic kayaks by using a simple clothes iron to melt and congeal the scratched plastic surface until it looked smooth and shiny again. I had no idea this could be done. I am in a paddling club and know that where we live there are hundreds of people with badly blemished plastic kayaks that could be brought back to looking great in a matter of 20 minutes of ironing. My buddy thinks its crazy since we have no money, location, advertising, nor business savvy. I would love to do this as a Sideline but need him to

help me organize and run it since I'm in school full-time. How can I change his mind?

Which one of the 8 Sideline Facilitating Change attributes do you pick, and why?

Ans #3 Avoid having one choice – although your buddy sounds like a great helper, apparently he's not ready – so find someone else, even a stranger that you locate on Craigslist – sometimes friends don't always make the best business buddies. Also #2 be a learning organization, ready to adapt – perhaps you will not need a regularly helper initially or can combine your plastic kayak blemish removal business with someone who already rents kayaks and will allow you 3 times a week to offer your service as a way of drawing more customers to their business.

Facilitating Change Incident #2: I'm a nursing student and discovered there are lots of elderly folks who have money, love to travel, but have no companion, and need help managing medications. They basically need senior travel care service. So I've now taken two individuals on trips with great results, and an incredible pay rate. My problem is I want to finish my degree, know that I have a booming sideline going that I can do on a limited time basis. I think I could make a ton of money doing this by contracting with other nursing students or even nurses to provide this service, but I fear it would really impinge on my required study time to do well in my program. I'm not sure how to proceed.

Which one of the 8 Sideline Facilitating Change attributes do you pick, and why?

Ans #7: Pursue Search-n-learn missions. Either go online searching for people doing this in other cities, or perhaps local organizations that provide something like this as part of their offering.