A message of empowerment with regards to the creation of organisational culture and structure which embraces change and encourages innovative ideas and creativity

A message by Steyn, a colleague and a friend of the library fraternity
Why?

Customers

Technology

Skills

Competition

The boxing ring of challenges

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America’s Cup
Oldest trophy in sport
1851
Held after every 3 years
World’s fastest boats
Best sailors
Three different stages
The America’s cup world series
Louis Vuitton cup
America’s cup finals
Racecourse

Show of the speed of these 72 feet long
48 feet wide catamarans

Coastal area of America around San Francisco bay
Take a look

http://www.youtube.com/watch?v=oArrDHOPFr8&list=UU0gzXt1Ms4WVQ7tyGgjTmqA
Kiwi’s one more win
Last race
Tactician
Man and machine
Not machine and man
You and technology
Not technology and you
Ben Ainslie

Not only does Briton’s greatest sailor know instinctively what makes a boat go better, he brings with him an intoxicating fervour to WIN

How do we create such fervour?

How do we manage change and not let change manage us?

How do we manage technology and not be intimidated by it?
By believing in ourselves, and installing belief in others
Eight principles of empowering people through a change culture
and create a state of innovation and creativity
Do not only teach, but also **LEARN**

Teaching limits us, but learning exposes us to new ideas, new dimensions, innovative progress.
Don’t be **AFRAID** of the water for fear is internal and so is overcoming it

Creativity contains newness

Newness contains the unknown

Unknown can be a white canvass – paint on it

Dive beneath the surface of the ocean and you will be surprised at what you find on the bottom of the ocean
Allow people to be **PASSIONATE** about their work – passionate people do not leave, do not give up, are not intimidated by change, but challenged by it, they embrace it – almost like a boxer with his cloves up saying: “Bring it on”
TEAM

Working together in pursuit of a common goal where every contribution – every contribution – is viewed as just that – a contribution.

Best metaphor – it takes a village to raise a child and a child to remind the villagers of the goodwill necessary to work as team, as a village.
Do not wait for change
BE the change
Do not **UNDERESTIMATE** the power of one

Ben Ainslie
Allow yourself and others time to **THINK**

The world as we know it today is a function of our thinking. We cannot change the world if we cannot change our thinking.