

TWO FABLES ON FINDING YOUR FUTURE

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A SHORT RECAP ON THE REASON FOR THIS PRESENTATION

- Predictions that AI and Robotics will cause a sea change in our world.
 - Unemployment 25-38%
 - If you plan to be in business 10 years from now, have you looked at possible future scenarios?
 - Write three stories about your business in 2030 with the following assumptions
 - Things will get better
 - Things will get worse
 - Things will be the same
 - Then backtrack to figure out how you were able to create your future with all steps taken starting in 2019.

AGILITY AND CREATIVITY

- So how do we reapply our skills to continue to thrive starting in the next 5-10 years?
- What are the current Strengths, Weaknesses, Opportunities and Threats to your current business model.
- Incorporate your SWOT analysis into
 - Your preferred future
 - Your nightmare future
 - Your scenario that says things will go along as they are now

YOU ARE A CAR DEALER 2019

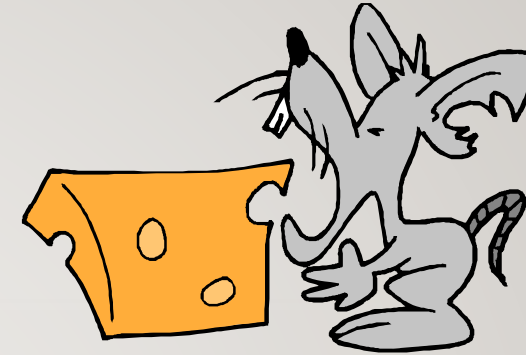
- Autonomous cars and trucks are being tested as we speak on the Lee Roy Selmon Expressway
- It is 2030
 - All “traditional” cars privately owned have been recalled for autonomous
 - All auto travel is provided on an hourly rental from car manufacturers.
 - We need a 6 passenger car for 6pm Saturday to take us to our Ulele reservations assuming that we still travel to restaurants to eat.
 - Uber Eats
 - Grubhub
 - etc
 - Those few who still work out of physical offices have standing reservations for daily pickup and delivery from home to work or better modes of transportation as our cities, counties and state have been proactive in creating age friendly places to live. Not just senior friendly but friendly to all ages in the community.

ALL VEHICLES WILL BE AUTONOMOUS BY 2030, A
SCENARIO



RIPPLE EFFECT OF THIS SCENARIO

- No car dealerships. Factory only
- No need for car insurance
- No need for gas stations
- No need for car repair facilities
- No personal injury attorneys with negligence claims
 - Notice Morgan and Morgan talking about business claims on a contingency basis



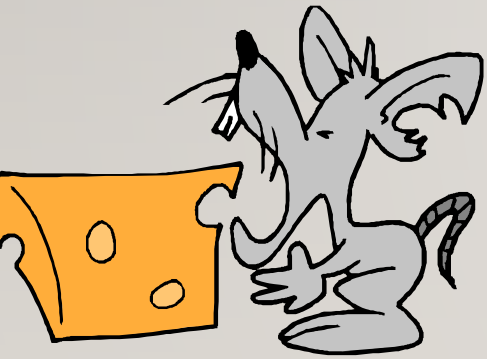
WHO MOVED MY CHEESE?



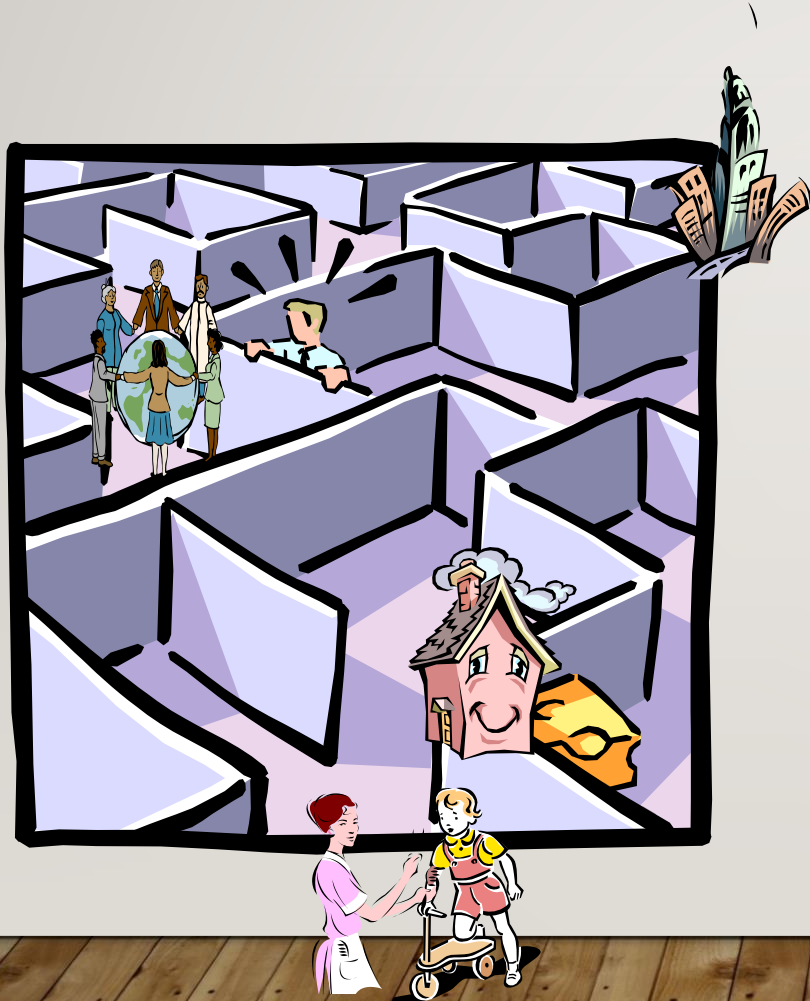
LEARNING TO CHANGE- WHO MOVED MY CHEESE? SPENCER JOHNSON, M.D.

Cheese- a Metaphor for life goals

- Good job
- Loving relationship
- Money
- Relationships
- Peace of Mind
- Power



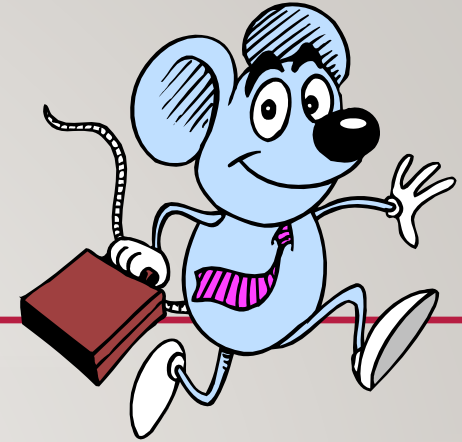
THE MAZE- WHERE YOU LOOK FOR WHAT YOU WANT



- Your firm or other organization
- Your family
- Your friends
- Your community

THE CHARACTERS

- Two mice
 - Sniff
 - Scurry
- Two little people
 - Hem
 - Haw



THE MICE AND THE LITTLE PEOPLE

- Spent every day looking for their own special cheese
- Mice had simple rodent brains, but good instincts, searched for the hard nibbling cheese they liked, as mice often do.
- Hem and Haw used their brains, filled with many beliefs, to search for a different kind of Cheese which they believed would make them happy and successful
- Every morning Sniff, Scurry, Hem, and Haw put on their jogging suits and running shoes, left their little homes and raced out into the maze looking for their favorite cheese



Hem and Haw arrive at Cheese Station C

They were unprepared for what they found

What! No Cheese? No Cheese? No Cheese?

WHO MOVED MY CHEESE? It's not fair!

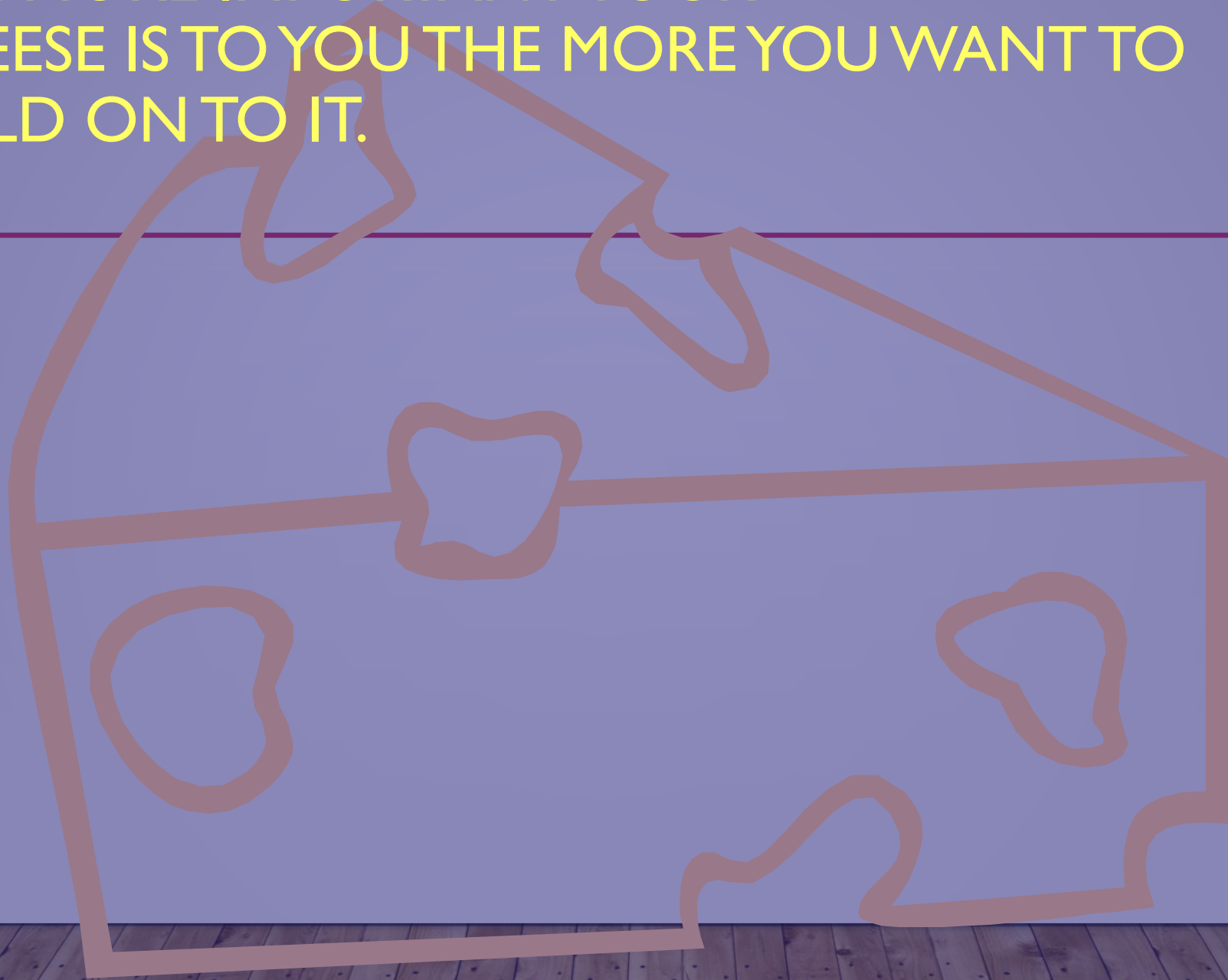
Haw shook his head. He was frozen in disbelief. He didn't want to deal with what was facing him, so he just tuned everything out.

Sniff and Scurry quickly moved on while Hem and Haw continued to hem and haw.



Haw started to get depressed. What would happen if there was no Cheese tomorrow? He had made future plans based on this Cheese. Hem and Haw went home that night hungry and discouraged. But before they left, Haw wrote on the wall:

THE MORE IMPORTANT YOUR
CHEESE IS TO YOU THE MORE YOU WANT TO
HOLD ON TO IT.



The next day Hem and Haw returned to Cheese Station C again, where they still expected, somehow, to find their Cheese.

Haw shut his eyes and put his hands over his ears. He just wanted to block everything out. He believed his cheese had been moved all of a sudden.

Why did they do this to me? What's really going on here?

By the way, where are Sniff and Scurry? Do you think they know something we don't?



What would they know? They're just simple mice. They just respond to what happens. We're little people. We're special. We should be able to figure this out. And besides, we deserve better. This should not happen to us, or if it does, we should at least get some benefits.

Why should we get benefits?

Because we are entitled.

Entitled to what?

Entitled to our Cheese.

Why?

Because we didn't cause this problem,
somebody else did this and we should get
something out of it.

Maybe we should stop analyzing the
situation so much and just get going and
find some new Cheese.

Oh No, I'm going to get to the bottom of
this.

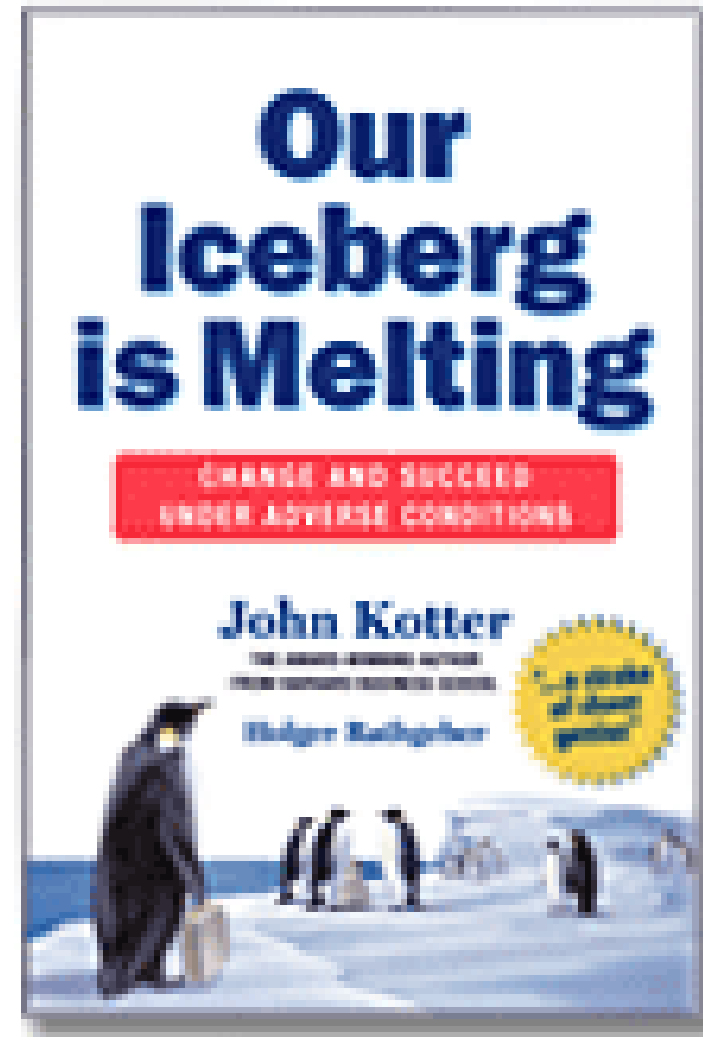


MOVING WRITING ON THE WALL

- Adapt to Change Quickly
 - The quicker you let go of old Cheese, the sooner you can enjoy new Cheese
- Change
 - Move with the Cheese
- Enjoy Change!
 - Savor the adventure and enjoy the taste of new Cheese
- Be Ready to Change Quickly and Enjoy it Again.
 - They keep moving the Cheese



ANTARCTIC EMPEROR PENGUINS



INTRODUCING THE EMPEROR PENGUINS COLONY OF THE FROZEN ANTARCTIC

- Living on an iceberg for many generations.
- Surrounded by a sea rich in food
- Huge walls of eternal snow that sheltered the colony from winter storms
- This is and will always be our home
- 268 lived in the colony, including Fred
- Fred was unusually curious and observant



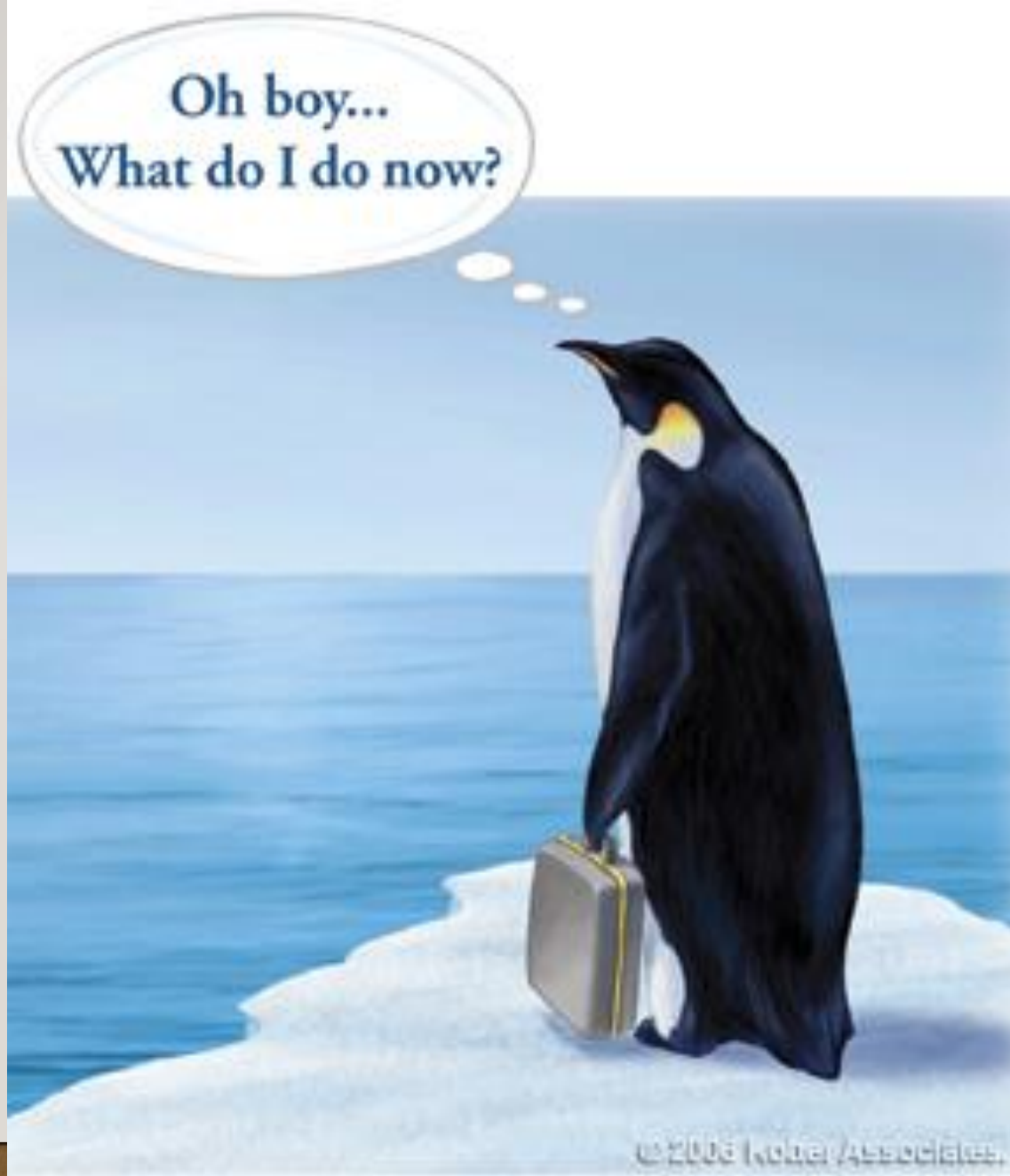
This is Fred.
He is watching
the sea.



FRED

- Fred's briefcase (fable) full of observations, ideas, and conclusions
- The information was increasingly disturbing
- Collapsing iceberg into many pieces would be a disaster

Oh boy...
What do I do now?



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COLONY WAS GOVERNED BY A 10 PENGUIN LEADERSHIP COUNCIL, LED BY THE HEAD PENGUIN

- Alice a member of the leadership council, a tough, practical bird
- Alice asked Fred to show her why he was concerned
- Together they dove under the iceberg and Alice saw the potential for disaster.



FRED SPEAKS TO THE LEADERSHIP COUNCIL

- Two members loved to debate the validity of any statistics
- One member usually fell asleep during a presentation
- One was uncomfortable with numbers
- Two other members were skeptical of everything
- One older, heavier council member named NoNo rejected all new ideas

Worrying them is
VERY bad!

PANIC!!
Don't want to
panic anyone!

MUST keep
this a secret!



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Maybe...
I should back up
before he explodes.

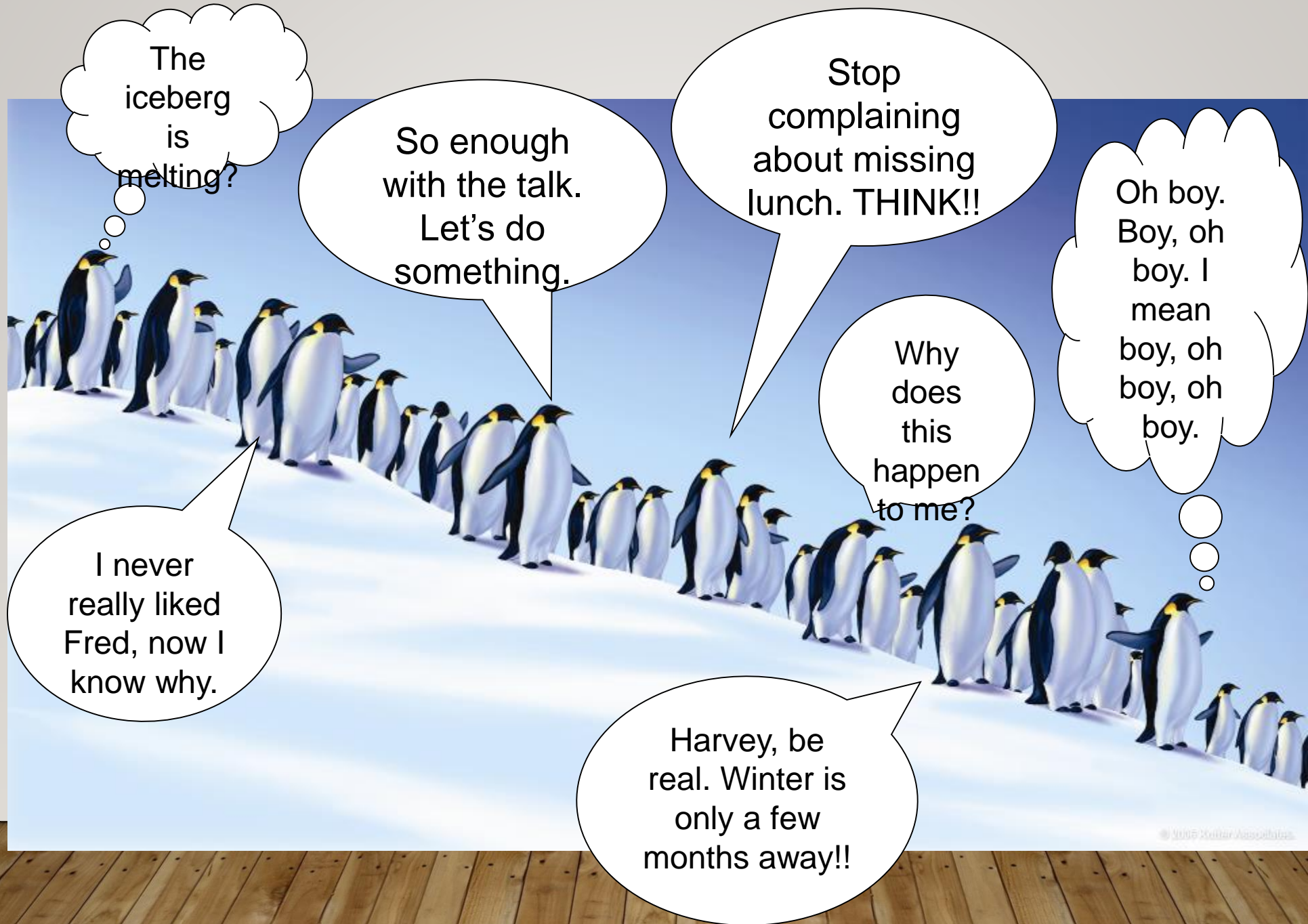
THE ICEBERG IS
NOT MELTING!!



STEP I

CREATE A SENSE OF URGENCY

- Help others see the need for change and the importance of acting immediately
- Set the stage for change
- Communicate the problem clearly- don't appoint a task force to work behind closed doors
- Identify the NoNos
- Are we more concerned with today's business or is it brutally clear we must change and do something now?



The
iceberg
is
melting?

So enough
with the talk.
Let's do
something.

Stop
complaining
about missing
lunch. THINK!!

Oh boy.
Boy, oh
boy. I
mean
boy, oh
boy, oh
boy.

Why
does
this
happen
to me?

I never
really liked
Fred, now I
know why.

Harvey, be
real. Winter is
only a few
months away!!

STEP 2

PULL TOGETHER THE GUIDING TEAM

- Make sure there is a powerful group guiding the change- one with leadership skills, bias for action, credibility, communications ability, authority, analytical skills
- Must be creating a change vision and strategy



STEP 3

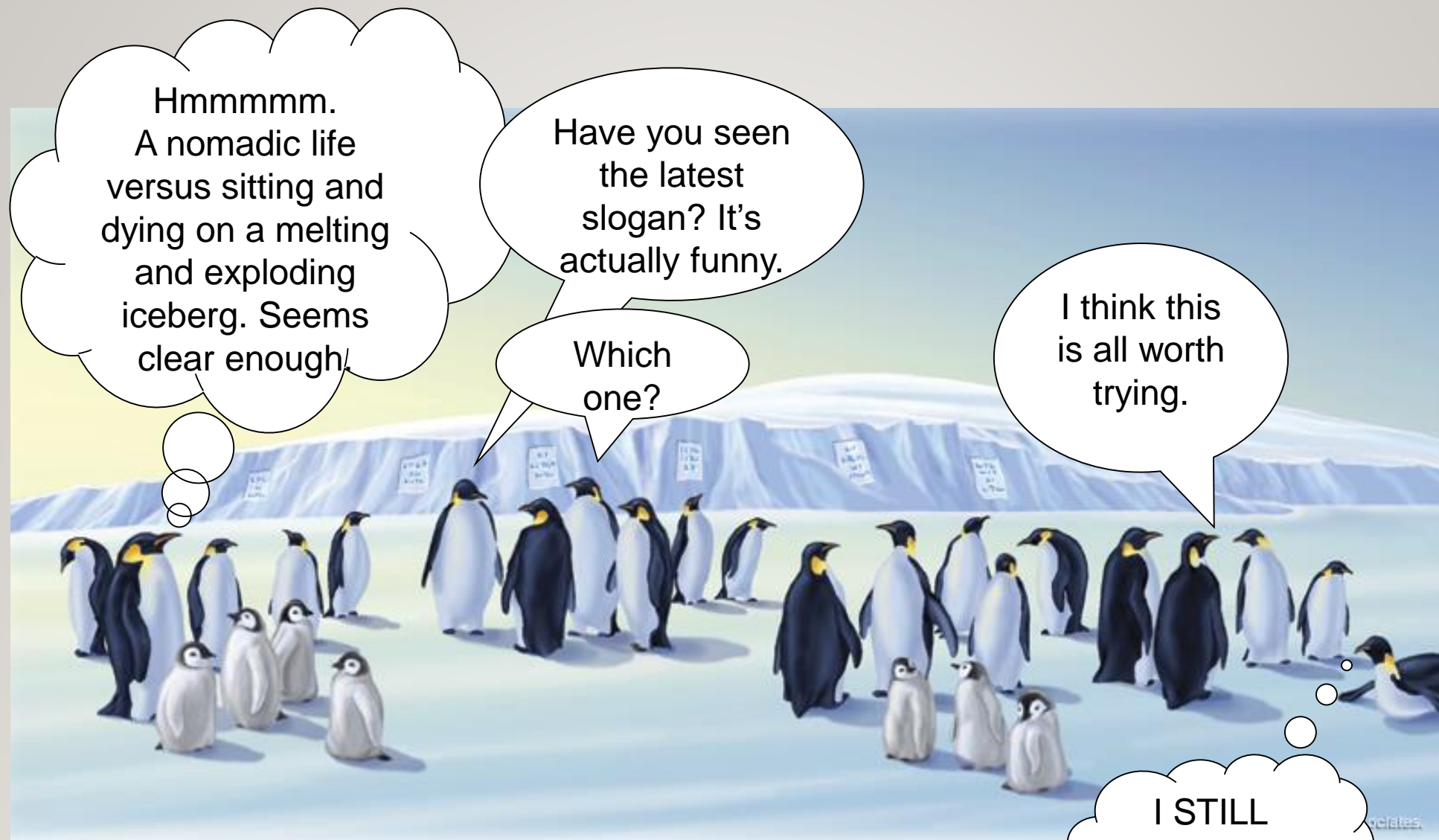
DEVELOP THE CHANGE VISION AND STRATEGY

- Clarify how the future will be different from the past, and how you can make that future a reality.
- Do we have a change message for our change vision to be understood and remembered?
- Is our change strategy a set of simple, logical steps of how this future can be created so that it has a chance to be understood and remembered?

STEP 4

COMMUNICATE FOR UNDERSTANDING AND BUY-IN

Make sure as many others as possible understand and accept the vision and the strategy.



Hmmmm.
A nomadic life
versus sitting and
dying on a melting
and exploding
iceberg. Seems
clear enough.

Have you seen
the latest
slogan? It's
actually funny.

Which
one?

I think this
is all worth
trying.

I STILL
like the
super-glue
idea.

STEP 5

EMPOWER OTHERS TO ACT

Remove as many barriers as possible so that those who want to make the vision a reality can do so.



STEP 6

PRODUCE SHORT-TERM WINS

Create some visible, unambiguous successes as soon as possible.



STEP 7

DON'T LET UP

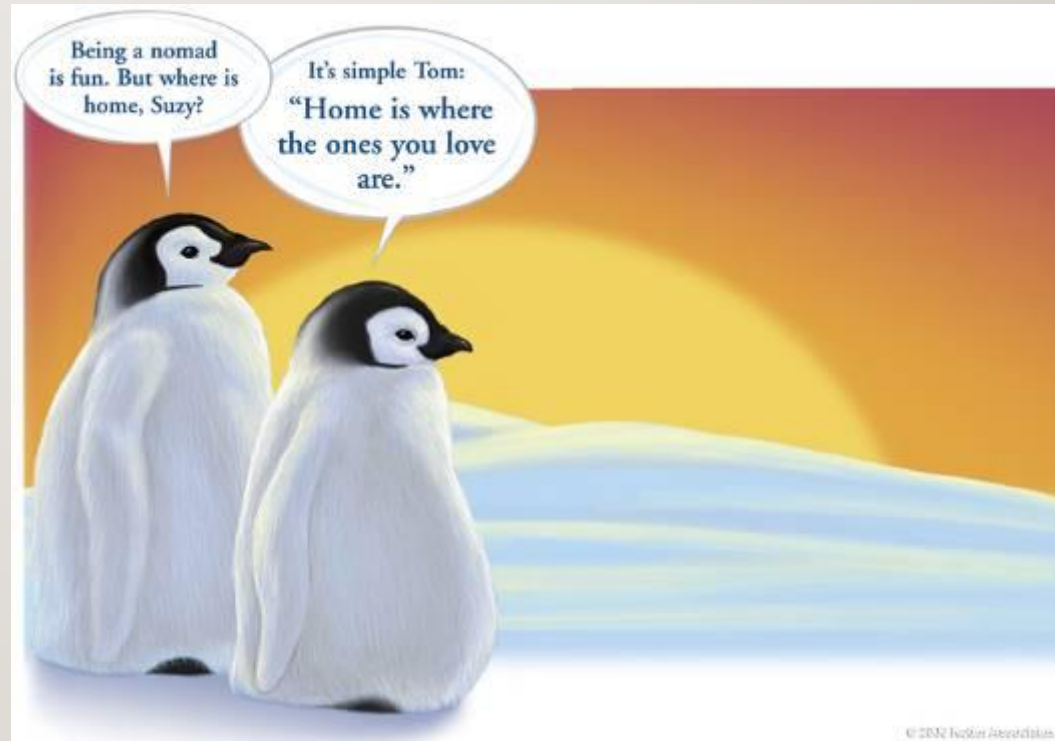
Press harder and faster after the first success. Be relentless with instituting change after change until the vision is a reality.



STEP 8

CREATE A NEW CULTURE

Hold on to the new ways of behaving, and make sure they succeed, until they become a part of the very culture of the group.

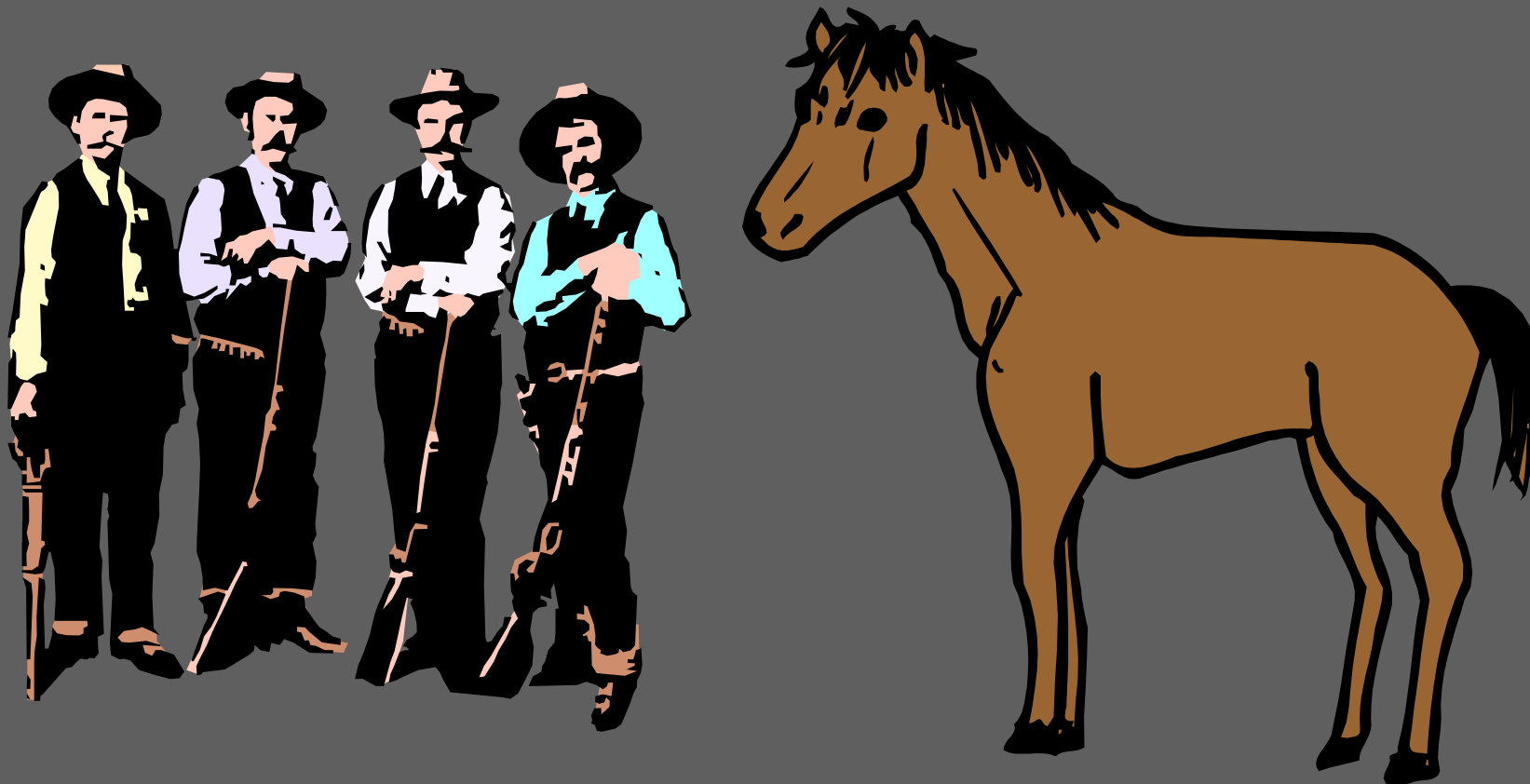




DAKOTA TRIBAL WISDOM SAYS
THAT WHEN YOU DISCOVER YOU
ARE RIDING A DEAD HORSE, THE
BEST STRATEGY IS TO DISMOUNT.

IN TODAY'S BUSINESS ENVIRONMENT WE
OFTEN TRY OTHER STRATEGIES WITH
DEAD HORSES,
INCLUDING THE FOLLOWING:

CHANGING RIDERS



SAYING THINGS LIKE ...



This is the way we
always have
ridden this horse!



DEAD HORSE?

What dead horse?



APPOINTING A COMMITTEE TO STUDY THE HORSE



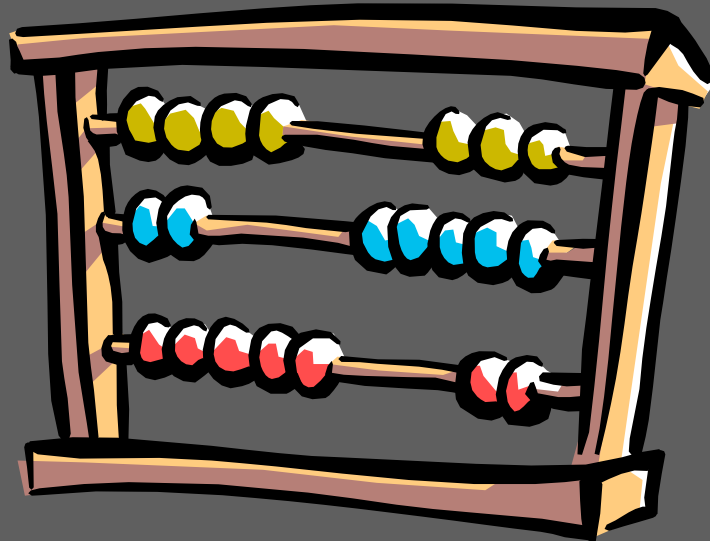
ARRANGING TO VISIT OTHER FIRMS TO SEE HOW THEY RIDE DEAD HORSES



INCREASING THE STANDARDS TO RIDE DEAD HORSES



DECLARE THE HORSE IS
"BETTER, FASTER AND CHEAPER" DEAD



HARNESSING SEVERAL DEAD HORSES TOGETHER FOR INCREASED SPEED

