

# SACRED COWS MAKE THE BEST BURGERS

Paradigm Busting Strategies For Developing  
Change-Ready People And Organizations

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**MAIN IDEA**

Sacred cows are the outdated policies, practices, procedures and paperwork that drain the productivity of companies and organizations. They prevent companies from changing to respond to evolving market conditions, or from taking advantage of new emerging opportunities.

To avoid having an organization's profitability affected by sacred cows, create an organization that is Change-Ready - that is open to ideas, motivated to make it work and committed to enjoying the benefits that result.

The Ultimate Goal: To Create a Change-Ready Organization . . . . . Page 2

To get people on board and motivated to change an organization, you have to develop a Change-Ready attitude in them. There are five steps to building Change-Readiness:

1. Round up all your sacred cows
2. Develop a Change-Ready environment
3. Turn resistance into readiness
4. Motivate people to change
5. Develop the seven personal Change-Ready traits

Step 1 - Round Up All Your Sacred Cows . . . . . Pages 3 - 4

A sacred cow is an entrenched way of doing business. Sacred cows stifle creative thinking and force people to act in ways that may be unproductive -- simply because that's the way things have always been done. Similarly, sacred cows stifle creativity, and discourage people from developing innovative solutions to any new problems that may arise.

Therefore, to run a business as efficiently and profitably as possible, it must be adaptive and flexible. And the first, significant step to creating just such an organization consists of identifying all the sacred cows the company current worships -- and putting them out to pasture permanently.

Step 2 - Develop a Change-Ready Environment . . . . . Page 5

The ideal time to create an environment in which people are open to innovation and new ideas is before changes are required. If you do this first, every other step will be far easier. The best, most efficient teams are led by leaders who show team members their efforts are important in a number of ways.

Step 3 - Turn Resistance Into Readiness . . . . . Page 6

In order to be ready to make changes and move forward, there are four common forces that must be addressed:

1. Fear
2. Feeling powerless
3. Inertia
4. An absence of relevance or self-interest

Step 4 - Motivate People To Change . . . . . Page 7

Motivating people to change their organization for the better requires a powerful rationale to be created -- a vivid and compelling picture of what can be achieved if everyone pulls together.

The four keys to motivating people to be Change-Ready are:

1. A Sense of Urgency
2. Inspiration
3. Ownership
4. Appropriate Rewards and Recognition

Step 5 - Develop The Seven Personal Change-Ready Traits . . . . . Page 8

The seven character traits of people who are change-ready are:

1. Resourcefulness
2. Optimism
3. Adventurousness
4. Drive
5. Adaptability
6. Confidence
7. Tolerance for Ambiguity

Cultivating these personal traits allows you to thrive in the years ahead -- irrespective of external conditions and circumstances.

