

Change is Good – Right?

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The point that I that I felt was emphasized most at the Philadelphia Convention was change.

- Changes in lending capacity
- Changes in occupancy
- Changes in climate
- Changes in how we spend
- Changes in how we market
- Changes in how we staff our buildings
- Changes in how to go green

The list goes on.

There is change in our industry; we seem to always be saying that. The fact is that there's always change. Different kinds of change perhaps, but isn't there always *something* changing?

We tend to resist change. Change always seems to carry a negative connotation. When the things that surround us change, we often complain, we protest, we rant. It may be because they're changes we can't control or don't welcome. Maybe it's because we lack the awareness or choose to deny that the change is happening.

The point expressed most is that we shouldn't always think of change as bad. When you really think about it, often change is good.

Change can actually help us prepare for the future. It is the nature of our reality. If there wasn't change we would be doing the same thing, day after day, over and over again. We should embrace the changes we are faced with and use them to make us stronger.

“Survive today, thrive tomorrow” is how it was put by Dr. Fareed Zakaria during his General Session speech.