



# Healthy People Review

## Sally Crosiar Reviews Helpful Books, July-August, 2003

Everywhere I turn these days, people and organizations are wanting to know how to change - to make themselves more attractive to prospective members or clients, to collaborate with other organizations, or to do more better and faster.

I guess it's no surprise that change is a hot topic! And it's no surprise to find lots of books on the market that speak to this hot topic!

In February, I had the good fortune to witness Tom Britton do his magic at a National Grange conference, and wanted to read his book ever since. I think you'll see why when you see how Tom and his friend Kent Cummins work magic into the topic of change.

### The August Book

***The Magic of Change: The Illusion, The Excitement, The Reward, by Tom Britton and Kent Cummins.***

Britton and Cummins are both practicing magicians with a lot of business experience. They apply many "magic" metaphors to the issue of change. For instance, they say that although many of us fear change, we're so accustomed to dealing with it that change is mostly smoke and mirrors - and not to be feared at all. Tom and Kent admit that the stress that change causes in us is real - but challenge us to transform the stress into anticipation, power, and excitement. And they convincingly demonstrate that even small changes can produce big rewards!

### Just One Idea

For me, the most compelling story that Tom and Kent tell is about Tom's experience consulting for a frozen yogurt shop. Maybe that's because it's been hot this summer and I like frozen yogurt on a hot day!

In this particular shop, the staff had been trained to weigh a cup or a cone before serving it to the customer. They'd dish up a small 5 ounce cone, and then to be sure they weren't giving the customer too much, they slipped it on the scale before handing it over.

How would you react when you saw this happening in front of your eyes? Would you feel like they might be afraid of giving you too much? Is that the kind of feeling that invites a sense of being well-cared for and valued? Not by a long shot!

Tom helped the staff realize that the practice of weighing a dish of frozen yogurt was sending a negative message to their customers. And it wasn't even necessary since the staff knew what 5 ounces felt like. From then on when a customer ordered a small dish of yogurt, Tom suggested they fill the dish with 4 ounces, look from side to side, smile at the customer, and put in just a little more!

How much was in the cup? The same 5 ounces as before. But what was the customer perception this time? They felt like they were getting *more* than they paid for! And six months later, that particular franchise moved into the top ten for their region. The change they made was



only an illusion - and it got big results!

Tom's not the only one to use this sort of illusion. He got the idea from the oil companies. Until the Oil Crisis in the 70's, it took about 5 seconds to pump a dollar's worth of gas into your car. Suddenly prices went up, and a dollar went a whole lot faster - whole seconds faster! Drivers felt gypped - until gas stations adjusted the flow so it still took 5 seconds to pump a dollar's worth of gas. And it still does today - even though prices have gone up and up and up.

Tom shares two tricks for staying on top of the change wave:

1. Look at things from your customer's point of view.
2. Look outside your industry for creative ideas.

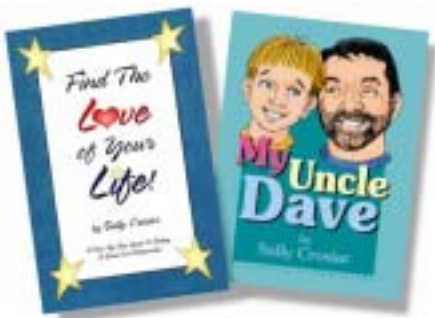
Tom and Kent's book *The Magic of Change* is filled with real-life business examples that illustrate the illusions - and the excitement and rewards of change. I think you'll find it an easy and intriguing read!

## And on the Subject of Change...

There's no bigger change than entering in or losing a love relationship, and my book, *Find the Love of Your Life!* deals with both!

Find both my books on [www.amazon.com](http://www.amazon.com) or order them by contacting me at [sally@healthypeoplelearn.com](mailto:sally@healthypeoplelearn.com).

Here are the vitals. *My Uncle Dave* \$9.35. *Find the Love of Your Life!* . \$15.95 Add \$4.00 shipping and handling for each book. New York residents pay 7% sales tax.



## A Healthy Person Gets Around!

.. July 7-9, I work with New York Association of Conservation Districts and their environmental partnership in beautiful Racquette Lake, NY.

.. July 14-17, I work with my good friends at Executive Edge doing Train the Trainers Facilitators' Trg in Cleveland, OH. Learn more about their programs at [www.executiveedgeinc.com](http://www.executiveedgeinc.com)

.. July 18-20, I teach Action Grange II Leadership Training, Rockford, IL. I'll take a little time to connect with a dear nephew and my anchor friends who knew me back in grade school! How I treasure those connections!

.. July 29, I'll be facilitating a group of conservation partners as they develop a statewide strategy to educate communities and the public about Storm Water Regulations.

.. August 5-11, I again join my Executive Edge friends to deliver part of Ernst & Young's International Intern Leadership Conference in Orlando, FL. E&Y brings nearly 1000 summer interns together from across the globe to learn about teambuilding. What fun! And I get a quick visit with family too!

.. August 15-17, I host the Values Realization Institute Board and annual meeting in Canandaigua, NY. Learn more about VRI and the important work we do at [www.valuesrealization.org](http://www.valuesrealization.org)

.. August 20-22, I'll be working on the New York State School-Age Care Credential program in Albany, NY.

.. August 22-24, it's another Action Grange II Seminar in Webster, NH. And hopefully another chance to check in with friends I get to see all too infrequently!

.. September 5-7 is the Action Grange II Seminar in Redmond, OR!

.. September 19-21, I'm leading Action Grange II again in Colorado Springs.

.. And I'm taking an opportunity to spend the week between these two Action Grange II Seminars to be in the mountains of Colorado!

.. September 19-21, I'm back in Cortland, NY working with New York State Grange's Institute for Leadership Development!

*Whew!* Hope to see you as I get around!

