



newsletter

content summary

featured article

With the New Year in mind, this month's article 'Revolutionising Resolutions' looks into why, in general, we make and break our resolutions year in and year out. This problem can be overcome through effective personal Change Management and the use of the 'Change Cycle'.

kendra news

This month we've got more launches than NASA! We have launched our new website and a 'plant a tree' scheme in partnership with the Woodland Trust.

notice board

Our latest company announcements appear on this notice board. If you have any comments about the newsletter or topics that you'd like to see in future issues, please let us know!

time for a change

Bored? fed up? Why not take some time out and challenge yourself with this month's, just for fun, crossword and trivia quiz both of which are seasoned with a touch of festivity.

Finally, register your details online for your chance to win an ipod nano or digital camera!

Best wishes for 2007 and welcome to the first edition of Kendra Consultants monthly newsletter. Our objective is to deliver an up-to-date, interesting and informative publication that will be of benefit to our readers. If there are any particular topics that you'd like to see in future editions, or if you'd like to give us your views on existing issues, please don't hesitate to contact us.

Revolutionising Resolutions

First and foremost, we would like to wish you all a very happy New Year! That time of year is upon us again.....the chance for a clean slate and a fresh start. A time when we can put the past behind us and with enthusiasm and intent we can assemble our latest compilation of New Years Resolutions. "This is the year I will join the gym!", "This is the year I will actually go to the gym that I joined last year!", "This is the year I will refuse to make any New Years Resolutions to avoid the guilt and disappointment of failing miserably in getting them off the ground!"

Why is it so often the case that resolutions and the chance for change loses its appeal so soon into the New Year? We tend to fall back into old habits quite quickly and the resolutions made are soon broken, abandoned or even forgotten completely.

On the whole, resolutions can be regarded as a good thing, especially if we can keep to them, but if we need someone to blame look no further than Janus, a mythical King of early Rome, as it is he, back in 153 BC, who conjured up the concept we know today as 'New Year Resolutions'. His notion was that we should endeavour to look back on past events, reflect, forgive and move on into the future.

When change arises the question remains: Is there a way that we can manage the changes we sought to give ourselves a better chance of success in actually achieving the resolutions or goals we set for ourselves?

The answer is yes. Whether it be in our personal life or professional life, it's possible to achieve the goals that we desire but this is only possible if we adopt a dedicated pattern of consistent thinking.

Firstly, a basic rule that should always be followed is to not set too many resolutions or goals. What we set out to achieve needs to be realistic and attainable and we must also want to achieve it! You are far more likely to be successful if the goal is something you truly want, rather than something you think you should be doing or you are doing for someone else's reasons. It's always worth remembering that the motivation behind a goal comes from truly understanding why you want it!

A common trap that we can all easily fall into is the 'All or Nothing' pattern of thinking whereby we think in terms of either keeping or breaking goals. Thinking in this way can cause us to give up easily as soon as the first set back comes along. From this, matters can quickly snowball and before we know it, we've given up.

"A New Years Resolution is something that goes in one year and out the other" - Anonymous



Revolutionising Resolutions.....

By acknowledging that set backs are an inevitable part of the change process (i.e. implementing your resolutions) we can allow for them, embrace them and move on positively after they have occurred.

Imagine if you are on a diet and, on a fine Sunday morning, the aroma of bacon cooking on the grill wafts menacingly around your nostrils. You can't possibly indulge in such luxury but after several painstaking minutes of resistance you cave in and sink your teeth into the forbidden land (apologies to any vegetarian readers). "That's the resolution broken!" you exclaim, you haven't kept to the diet and it's all over for you. Not at all, it's a minor setback on a long path that will include other setbacks, you've merely wandered off track temporarily and it is unproductive to dwell on those setbacks. Focus on what you *have* achieved and congratulate yourself (you didn't have an egg with it after all!).

To bring about any change requires action and an act of will. As mentioned earlier, you must *want* the change and believe that you can achieve it. In the words of Henry Ford "Whether you think you can, or that you can't, you are usually right". By consistently acting out the change through repeated action it will eventually become a habit and no longer an effort to maintain and it's at this point that you have achieved true success!

➤ Pre-contemplation

Refusal to accept that change is needed. This will cause the 'Ostrich Syndrome', whereby you bury your head in the sand and will go to great lengths to ignore and avoid any change. Beware those of you without a Resolutions List!

➤ Contemplation

Begrudgingly you begin to lift your head out of the sand and ponder the suggested changes.

➤ Determination

You have determined that the change is necessary after all, you've shrugged off the 'Ostrich Syndrome' and begin to make plans in preparation for the changes. Your leg muscles are flexed.

➤ Action

You're now active in practising the changes, you are running at great pace across the lengthy plains of Africa.

➤ Maintenance

It is important to maintain the change and repeat your actions until they become second nature so as to not fall back into old habits. Keep those powerful legs pumping!

➤ Recycling

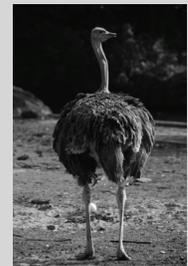
Through lack of support or commitment, it's possible for the individual to undo all the hard work and need to return to the beginning of the cycle. You've stopped running and the head makes it's way back to the sandy haven. It's therefore vital to pay attention to maintaining the change to avoid this.

One of the latest buzz topics to hit the business world is the increasingly expanding genre of 'Change Management' which, in broad terms, covers the way in which individuals and teams can be shown how to cope with, implement and manage necessary changes, whether deemed necessary by the organisation or by the individual themselves.

In today's fast changing world, there is an increasing need to manage change appropriately through thoughtful planning and an implementation strategy that primarily focuses on, and involves, the people that will be affected by the change. Problems will invariably arise if changes are forced upon employees and can often lead to resentment, unnecessary stress to all concerned and a dip in morale.

Obviously different people react to change in different ways but in general if changes sought are not realistic, achievable or measurable people can easily become overwhelmed and the whole process can become problematic.

The psychology behind the way people react to change is far-reaching and comprehensive but an interesting notion (and one that is frequently used) is that of the 'Change Cycle', developed by the psychologists Prochaska and Di Clemente. They developed a six-stage concept of the stages of thinking that an individual will typically go through and these are outlined below:



Concluding Comments

For change to be successful and lasting it takes time, patience and commitment. By being aware of the pattern of thinking that this change cycle highlights can often help people succeed in the change process.

So remember, if you want to actually keep to some or all of those elusive resolutions this year, perhaps it's time to adopt a different approach. The psychology used in the 'Change Cycle' can help not only with your personal life in terms of resolutions and ambitions but also in your professional life. Get your head out the sand and start stretching those legs. Good luck!



kendra news

A large multi national oil company has recently engaged our services to investigate an internal procedure for the installation and deployment of application servers. The company had previously spent time and effort investigating and changing the process themselves, but despite this, the delivery time had not decreased as was hoped. Working closely with the client, we are now rationalising and optimising the tools currently used in order to reduce this delivery time accordingly.



We continue to support the invaluable humanitarian and house building work of 'Habitat for Humanity' who aim to eliminate poverty housing and homelessness on a global scale. Through the donations of money and materials, the charity has been able to provide nearly a million people with safe and affordable shelter.

This month we have launched a plant a tree scheme in support of the Woodland Trust. Together with our potential clients we would like to play a part in helping to prevent climate change. For every proposal we send to a client, we will pay and arrange for a tree to be dedicated to, and planted on behalf of, the client in a selected wood. The client receives a certificate to mark the event together with information about the Woodland Trust.



notice board

Welcome to the kendra notice board, we will use this area each month for the following:

- Company announcements that may be of interest to our readers.
- The names of the winners of competitions will appear here. Have you registered on the website for your chance to win the choice of an ipod nano or a digital camera?
- Comments and any content issues that you would like addressing.
- We will run regular web polls, the results of which will also appear here.

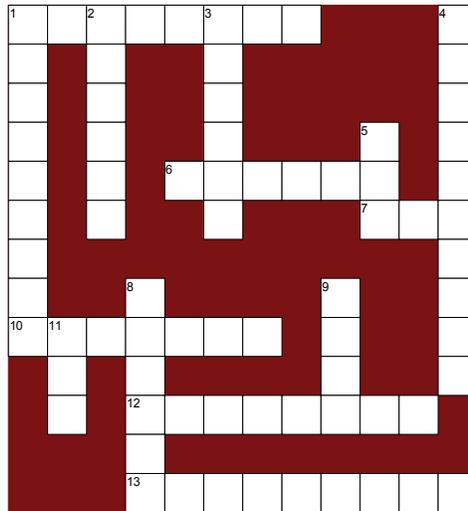


time for a change

words work

Across

- 1 A yearly planner perhaps (8)
- 6 A person who gives another person help or advice (6)
- 7 Large flightless bird native to Africa (3)
- 10 Found on a Christmas tree (7)
- 12 January 6th (8)
- 13 To change completely (9)



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Down

- 1 The tenth sign of the zodiac (9)
- 2 Initiate (6)
- 3 The name of one of Santa's reindeers (6)
- 4 Something you might make for the New Year (10)
- 5 Before (3)
- 8 The period of four weeks before Christmas (6)
- 9 'Star Wars' character of great wisdom (4)
- 11 The night before (3)

cranium central

1. Kelly and Ozzy Osbourne had a number one hit in December 2003, can you name the song?
2. In which year did Britain change to decimal currency?
3. Name one of the two films in which Timothy Dalton plays James Bond.
4. Christmas Island is surrounded by which ocean?
5. True or False? An Ostrich's eye is bigger than its brain.
6. According to surveys in the 1990s, what was the most common New Year resolution?

Why not have a go at our topical crossword or test your general knowledge with this month's posers. Answers for the crossword and quiz are revealed on our website at: www.kendra.co.uk/solutionsjan07.htm

Win a choice of either an ipod nano or a digital camera!



www.kendra.co.uk/resources.htm

To celebrate the launch of our new website and newsletter we are giving you the chance to win one of two great prizes! (either an ipod nano or a digital camera.)

By registering your details (simply your name and email address) on the 'Resources' page of our website, you will receive periodic company updates and we will automatically enter you into the draw. At the end of February one lucky winner will be drawn from those that have registered.

Why not send on the registration link to friends and associates to give them the chance of winning? Go to our 'Resources' section of our website.

Your details will not be passed on to any third parties and you can unsubscribe at any time.



and finally.....

Effective Coaching?

Admitting his 0-4 record is not impressive 'on paper', trainers announced that Lucky, a German shepherd guide dog for the blind in Wuppertal, Germany, is available for his fifth owner. Lucky led his first owner in front of a bus, killing him. Then he led the second off the end of a pier, drowning him. He nudged his third owner off a railway platform in front of an express train, killing him. And he walked his fourth owner into heavy traffic, abandoning him to be hit and killed. The new owner won't be told of Lucky's record because, the trainers say, "the dog might sense nervousness and do something silly." - *True story from a German Newspaper.*