This Blog's Purpose

This blog supports change practitioners who seek to raise their game to a high-impact level, and those already operating this way but who want to strengthen their influence even more. Change practitioners may decide any of the six attributes common to high-impact resources are worth developing. This blog is exclusively dedicated, however, to issues related to the fifth and sixth attributes:

- High-impact practitioners provide unique perspectives to critical situations that surface valuable insights.
- High-impact practitioners bring viewpoints/ideas/recommendations forward, at times even in the absence of support for doing so.

All of my comments are meant to help change facilitators be better prepared when offering unique perspectives and risky recommendations. There are plenty of forums for advancing expertise in the first four areas, but fewer opportunities exist for change practitioners to explore ways to express themselves in explicit and definitive ways that define them as high-impact resources.

When practitioners consistently contribute unique perspectives, valuable insights, and bold recommendations, it is usually because they are blatantly candid about how they see situations. This kind of straightforward manner typically comes from trusted change advisors who are confident in the value they can provide clients if permitted to convey the full extent of their experience. Invaluable, strategic practitioners distinguish themselves when faced with critical situations by presenting the full force of what they see taking place, the implications they believe are relevant, and the actions they recommend.

High-impact practitioners aren't effective *despite* being transparent about their individuality; they are valued in large part *because of* the uniqueness they make so visible. Many change agents use identical approaches, tools, and techniques, but aren't able to achieve the same exceptional outcomes. Unusually influential change practitioners possess a "secret sauce" that resides less in "what they know or do" (their change toolkit) than in "who they are" (their true nature).

The Intended Audience

Three types of practitioners will benefit from this blog:

- Those already thought of as delivering high-impact change facilitation but who want to increase your influence even more
- Those who want to be seen this way by clients and want to learn more about it
- Those who aren't sure yet what level of practitioner impact is right for them

For far too long, **"**who we are**"** has taken a back seat to **"**what we do**"** when it comes to advanced preparation for change practitioners. Topics related to how we show up with clients aren't typically something in which we are educated or coached. This has led to a mindset heavily skewed toward "technical" instruction (what approaches to adopt, what concepts to apply, what techniques to employ, etc.). Little, if any, attention has been given to helping practitioners see that their greatest contributions depend on leveraging their character and the presence it creates as part of the value they have to offer clients.

Who you are isn't more important than what you do, but, generally, it has been more neglected when it comes to most professional development programs. This blog is intended to provide an enclave for those in or aspiring toward the ten percent of our ranks who exercise a disproportional impact on the clients they serve.