



Why Is It Hard to Change Ourselves?

Change starts with ourselves, but why is it so hard to do?

by [Andrew Cooke](#), [Blue Sky GPS](#)

To change ourselves we need to change our behaviour. This is difficult to do and even harder to sustain. In fact it can be one of the hardest things that we do.

If you think I'm exaggerating this then answer these three questions for yourself:

- *What do you want to change in your life?* - This might be something minor or major, just think of something that is important to you right now.
- *How long has this been going on?* - How many weeks months or years have you been telling yourself some variation on the phrase, "this is the day I make the change!"
- *How is it working out?* - Can you point to a specific moment or a specific time when you decided to change something in your life, you acted on it, and it worked out to your satisfaction?

I suspect, like many people, you have something you want to change that has been going on for a long time, and for which you have not yet taken any action or achieved the change to your satisfaction. There are three reasons why this is:

- *We can't admit that we need to change* – we are not aware of the need, or we are aware of the need but we have rationalized to ourselves why we do not need to change.
- *We do not appreciate inertia's power over us* – inertia is often the reason why we don't begin the process of change. Given the choice we prefer to do nothing rather than take a sustained course of action. As such, it is hard to stop doing something that takes us out of our existing comfort zone, in order to start something difficult which will only benefit us in the longer term.
- *We don't know how to execute a change* - we need to understand the difference between motivation and understanding and ability. For example, we may be motivated to lose weight but we lack the nutritional understanding and cooking ability to design and stick with an effective diet. Alternatively, we may have the understanding and the ability but lack the motivation



Ask yourself these three questions:

- Do I really want to change?
- What am I prepared to stop in order that I can start something?
- Do I have the necessary motivation, understanding and ability to successfully make the change in my behaviour?

If the answer to any of these questions is "no", then consider why this is the case and look at what you need to do to bring around an answer of "yes". You can't change yourself unless you want to; you know what you need to stop doing and what you need to start doing; and that you have the necessary motivation, understanding and ability.

If you were to ask these questions of your team, then what would they answer? Understanding this will help you understand where you may encounter resistance to change, why, and what to do about. Try it and see what insights you uncover.

About Andrew Cooke and Blue Sky GPS (Growth & Profit Solutions)

Andrew Cooke

An experienced executive coach, business facilitator, and management consultant Andrew has more than 25 years' national and international experience, working across a range of industries and businesses. He is passionate in helping people, teams and companies to unlock their individual and collective potential, enabling them to achieve their personal and business goals and, in turn, to help them unlock the potential of others.

Andrew has extensive experience in dealing with both blue-chip and start-up companies, and has had extensive international experience in the UK, the Middle East and Ireland across a range of industries.

He has post-graduate business qualifications with a Master's in Business Administration (MBA) from the London Business School. He is an accredited associate coach for Marshall Goldsmith Stakeholder Centered Coaching in coaching executives and leaders.

Blue Sky GPS (Growth & Profit Solutions)

Andrew runs [Blue Sky GPS \(Growth & Profit Solutions\)](http://www.business-gps.com.au), working with individuals, teams, groups and corporate so they can unlock their potential, that of others, and create a life and a job they love and choose to lead.

Through customized development programmes using experiential learning, backed by group workshops, individual one-to-one coaching and on-going support the individual and group development needs are addressed, the skills and capabilities are unlocked and the people can grow and achieve both personal and business outcomes on a sustainable basis. His blog, Growth and Profit, can be found at <http://growthandprofit.me>.

To find out more about this visit the [Blue Sky GPS website](http://www.business-gps.com.au) or contact Andrew at andrew.cooke@business-gps.com.au or on +61 (0)401 842 673.