

How to Stay Relevant in Complex Changing Times

We're all familiar with the old phrase "what got me here, is not going to get me there", and this is even more important when things are moving so fast and changing so quickly. The things that got us to success yesterday, or even today, aren't working anymore, or they're not working as well as they used to be. A report by [Mackenzie also predicts that for six out of ten jobs, 30% of their activities can now be done by technology](#).

Things are changing, and the way we do our jobs is changing. And across the globe, when I ask my clients what's keeping them up at night - the answer is always 'staying relevant'.

So, how can we stay relevant in these complex changing times?

See Changes as Opportunities

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That is a perfect example that just shifting your lens of how you see the changes that are happening can make a difference. Instead of looking at it as something being taken away from you, look at it in the light of something that completely changes how you do things. Consider the new opportunities you can create, and the new challenges you can solve *because* of these changes.

With any change, there is opportunity. There are new challenges or frustrations that come up. Perhaps, technology or AI or even outsourcing is taking over a large portion of your job. But instead of looking at these changes in a negative light, think of them as freeing you up from doing the mundane tasks so you can focus on bringing new insights. Think of them as opportunities to do more strategic thinking with your clients. Think of them as chances to be more innovative and more human, and create value in that way.

A small shift in your mindset to *see change as opportunity* can help you in how you approach new challenges and stay relevant.

Use Your Natural Assets and Strengths

Everyone has some natural assets and strengths, and they can be a critical part of helping us stay relevant in changing times. Now, these are not things in your job description, or specific tasks you excel at. They are innate skills and abilities that we all have, unique to us, that we can use in a variety of contexts.

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We all have these incredible strengths that we don't think about enough. In fact, these are the

strengths that can give us an edge if we actually apply them. Sometimes, all we have to do is take a minute to consider where our natural abilities lie, and how we can leverage them in new way and situations - and this can help us add tremendous value and stay relevant.

Tap into Your Unique Innovation Style

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Here's the thing about relevancy: **It's really not an either/or game**. Approaching it from the perspective of "I'm relevant, or I'm not" is a very fixed mindset. Relevancy is really about shifting and adapting with the times. So, start thinking about change as something that you can harness and leverage, and not something to be afraid of.

At the end of the day, if you're approaching change with the right mindset, and are leveraging your natural strengths, abilities and innovation style, what change really does is open up new opportunities.