

# Turn employee attitudes ‘on’ for positive change

Allow us to offer a ray of hope in this negative economic environment.

It is possible to influence positive behavior and get an entire group of employees moving in a desired direction by helping them focus on what they do want, not what they don't want. It sounds simple. But to be effective it requires an *intentional* visual and auditory event followed by regular reminders that extend the experience.

At On Impact Productions we created the film Seeing Red Cars to help hundreds of organizations impact change or implement important initiatives. We are constantly amazed at the multitude of ways that trainers, coaches, human resource professionals and leaders are incorporating the film and its messages to launch and sustain important initiatives or to enhance their existing training programs.



**Strategies**  
Laura Goodrich

Here's the premise: Seeing Red Cars is a 10-minute film based on the metaphor of a red car. You go out and buy a red car and as you're driving it home you notice something strange – everywhere you look you see red cars – there's one, there's another one, there's another ... it's almost like the only color car on the road is red! Why is that? You're focusing on it and it becomes blatantly apparent.

At work and in your daily life, you invariably get more of what you focus on – whether positive or negative. The problem is, focusing on the negative is an unconscious, natural reaction. In order to focus on the positive, you need to *intentionally* move desires to your conscious thoughts and use frequent reminders in order to keep them there.

I saw this phenomenon play out hundreds of times over many years. Intelligent leaders and executives would ask for my help when they were facing significant challenges in their organizations. I would ask them, 'What do you want to have happen here?' Invariably, they would tell me what they didn't want ... I don't want to lose market share ... I don't want this employee to continue behaving in this damaging way ...

I would ask the question again, and in different ways. They continually struggled to identify what they did want to have happen.

Storytelling is what finally made the difference. We created Seeing Red Cars to expand the reach of these concepts around the globe. We have received calls from the Baltic states, Taipei, The Netherlands, Dubai—plus many North American businesses and organizations that have used the film in a multitude of creative ways to set the stage for positive results.

Example #1: A division manager called a meeting announcing her decision to close an entire branch. She showed the film *Seeing Red Cars* and then broke the staff into small groups. Each group leader recorded the “I Wants” of the group. The information was then shared with the larger group. The “I Want” statements set the tone and revealed the range of emotions being felt by the attendees. There was a visible change in body language as the audience relaxed. In the days following the meeting the leader received an outpouring of emails thanking her for her leadership through the difficulty of closing the branch.

Example #2: A school district superintendent used *Seeing Red Cars* at the kickoff meeting when all principals, teachers and administrative staff were present. One principal divided the *Seeing Red Cars* digital activities and supplementary materials into 40 weeks and used them as regular reminders of the top three “I Want” goals that each of his staff members had written at the beginning of the school year. A local bakery prepared red Cadillac car cookies he handed out on the first day, and everyone rallied around the goals with high energy and upbeat attitudes that carried throughout the entire school year.

People have used the film at the beginning, middle or end of important kickoff meetings to get the audience in the right frame of mind, begin working together, and focus on their desired outcomes. To keep the messages alive, they use a combination of the accompanying support materials over a period of time, such as once a week. All package contents are customizable for any organization, such as: “*Seeing Red Cars* for Safety” or “*Seeing Red Cars* for Customer Service Excellence.”

This film is perfectly timed for what is going on in the marketplace today. If there ever was a time when people were focused on what they do not want to have happen, this is it.

It’s time to influence positive change. Incorporate *Seeing Red Cars* whenever you need to create an environment of positive change for an audience or team that needs to get clear about goals or expectations.

*Seeing Red Cars* is a film by On Impact Productions, an integrated content company which specializes in authoring and producing videos, documentaries, television content and multimedia content delivered over time to create sustained change and learning of important leadership concepts. To purchase or rent *Seeing Red Cars* visit the distributor at [startrhower.com](http://startrhower.com). Laura Goodrich is a partner at On Impact Productions. You can contact her at (952) 856-6071 or [laura@onimpactproductions.com](mailto:laura@onimpactproductions.com).