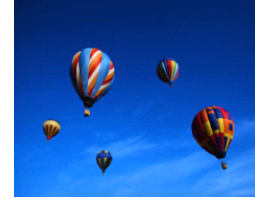


HARNESS THE POWER OF CHANGE

First Lady of Guatemala Sets Stage for Massive Cultural Change!



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While President Oscar de Berger of Guatemala works to establish political reform, the First lady of the country is busy working towards social issues. She heads several programs to empower her people to grow in new directions. In two separate talks, Mrs. de Berger outlined several key issues that her government is working on to change the way children in Guatemala receive education and health services.



Above: Mrs. Wendy W. de Berger, Wife of the President of Guatemala in meetings with Rotarians from the USA, heads the Office of Humanitarian Programs, discuss needs of the country and the many challenges that lay ahead while looking at ways to implement change.

Later with the Vice Minister of Technical Education, Lioda. Floridalma Meza Palma presented the NUFED program, (Núcleos Educativos Familiares para el Desarrollo, or Nuclei for Education & Development) whose participatory approach with the community is cutting edge for this culture. The purpose of these educational centers, states Ms. Palma, are to provide to youth and "young ladies" in rural areas, basic education, and experience associated with professional preparation. NUFED is a multifaceted outreach program where community leaders, parents, teachers and government work together to learn new ways to assist young people to succeed. Simply put, in addressing any change within a culture such as Guatemala, a community, an organization or company, even a family unit, the intricacies of cultural reinvention targets areas which include working with the symbolism and myths regarding change and what can be expected in terms of resistance.



If not now, *When?*

Where Are You in the Cycle of Change?

When Change is Resisted

- It won't work in the "real world"
- Stories, theories, hypothesis that divert attention from identifying ways to change
- Silent withdrawal
- Attack and rejection of the process

Steps to Overcoming Resistance

Unfreeze—get rid of practices & ideas that get in the way of change

Changing--teach yourself & others to think & perform differently

Refreeze—establish new norms & standards of practices

*Wm. Bridges, Managing Transition & Change

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