

# CHANGE MAKER SECRETS



10 SECRETS TO  
BECOMING THE 1%  
CHANGEMAKER,  
READY TO  
TRANSFORM AND  
CREATE A MAGICAL  
NEW EARTH.

BY HEDI SCHAEFER



# CHANGE IS THE ONLY CONSTANT IN LIFE - HERACLITUS

Change is the foundation of our life. We come to this planet, and all we do is change: The first smile, the first bite of solid food, the first steps.

We're getting influenced and we change based on our (new) surroundings, the society we live in, the experiences we have and the institutions we attend.

We learn, grow, and adapt. Constantly.

All the while our body is in constant change too. Replenishing 30 trillion cells in 80 to 100 days —the equivalent of an entirely new you.

(scientificamerican.com, 2021)

## **We are natural masters of change!**

And I am sure you feel it too, and that's why you are here... and with that: WELCOME!

Now, even though change is such a natural part of our life, deliberate and conscious change MAKING is NOT. Our education systems and society are rather focused on us staying in lanes and following paths than on empowering us to create outside of these boxes.

But that is about to ... change;). We are living in times of massive transformations.

## **The opportunity of our lifetime to shift and shape our planet is at our fingertips.**

**Now we need you and all your powers more than ever before.**

To help you step up and become the change maker you are meant to be, I created these secrets for you. They are my golden nuggets of training and supporting hundreds of processes of change and innovation. And, more importantly, figuring out the real boosters of change through personal transformation experiences and studying clients' wins over the last 12 years.

The 10 secrets are straightforward and boiled down to their essence. The list is for inspiration purposes. And they come straight from my heart to yours.

If you have any questions, reach out. And now, enjoy your secrets of change-making. With all my love and so much appreciation,  
yours Hedi



# 1. YOU ARE THE CHANGE

Take a look at  
yourself and than  
make that change.

- "Man in the  
mirror"  
Song by Michael  
Jackson

We often believe we need to wait for someone or something to get started. Maybe looking around us and checking if the transformation process we are so desperate for has already started and when we can jump on it.

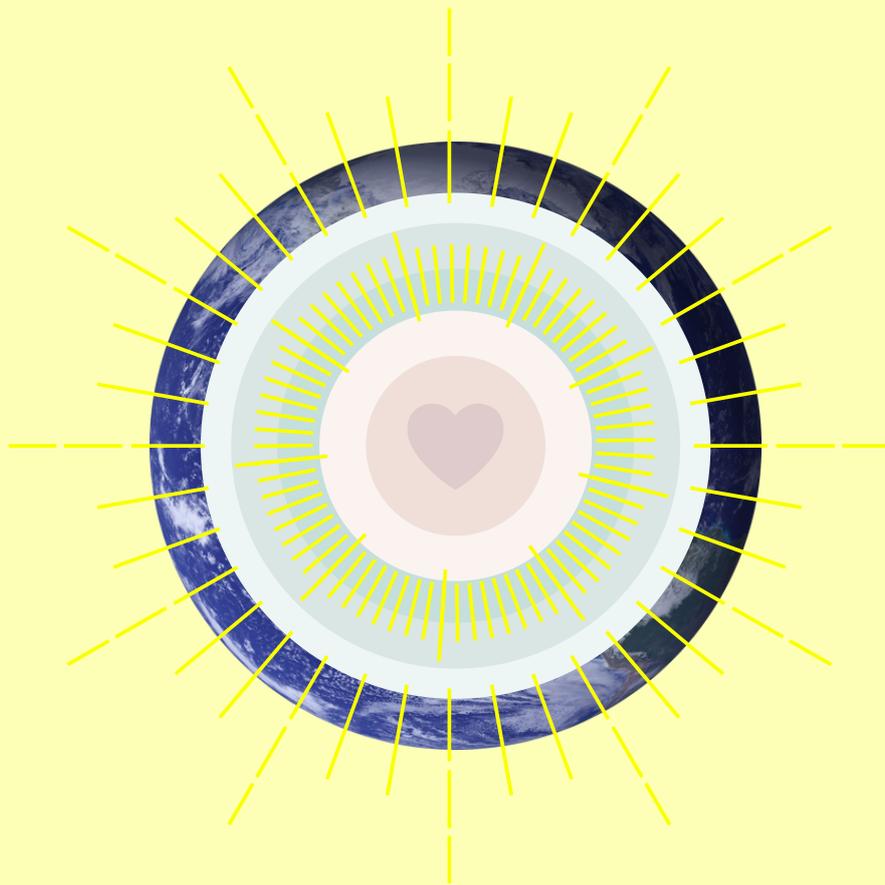
And then we're waiting, waiting, waiting.

As we know from history, people like Steve Jobs or Jeff Bezos changed the lives of millions with their ideas and perseverance. To the better or worse, you decide ;) And we know from studies by Dr. David Hawkins (see his incredible book "Power vs. Force") how one person alone can influence hundreds of people with his or her energy.

The truth is: You are the change, and you have all you need inside of you to make magic happen.

It's all in your head and heart and vibration.

**As a 1% change maker you know that and that every new chapter starts with a powerful decision. Therefore, decide right now to go and make that change.**



## 2. RADIATE INSIDE OUT

No problem can be solved from the same level of consciousness that created them.

-Albert Einstein

We are naturally radiating, projecting, and perpetuating our inside beliefs, emotions, energy, and actions, in other words "consciousness", into the world. How we see ourselves is how we see the world around us. And it's what we bring about.

Making change equals becoming the change you wish to see in the world. I.e. to create peace and harmony, we need to be peaceful and in harmony with ourselves.

It's always from the inside out and magically attained by raising your consciousness\*\*. I know that it's never the easiest of tasks but the best thing you can do for yourself.

**As a 1% change maker you know that consciousness is key and that setting an intention of what you want to create will get you there. Say goodbye to limiting beliefs, and step into that "quality" (i.e. peaceful) daily.**

Ask your guides, angels (however you call "them"), for help. There are always around you, but don't interfere because they respect your free will. You might get downloads, or you will coincidentally find someone who can help you with your journey. Setting the intention is powerful to get the process going.

\*\* want to learn more about the levels of consciousness? Click to read this blog post.



## 3. KNOW YOUR ROOTS

Activity  
without  
purpose is the  
drain of life.

- Tony Robbins

The misunderstanding often is that we try to gain purpose from stuff we're doing based on an outside definition for purpose. Like being part of a prestigious tribe, initiative, or doing a status-filled job.

Often resulting in not living our truth or full potential, feeling lost, even getting sick, or thinking that something is wrong with us.

When in fact, there isn't anything wrong at all. It's just not who we truly are.

Now think about the incredible resilient bamboo for a moment. It develops strong roots over four years, almost hidden. Then in year five, it grows 80 feet tall and above all other trees. So flexible that storms can only bend but never break it.

**As a 1% change maker, you know your purpose, your why, from the inside out. It's no concept. You feel it.** It can be your passions and skill set or what you have overcome and what you can now share in the form of a unique life lesson to help others. Based on those roots, you find the right things to do, create, and people who get you. Because you have an authentic message because it's who you truly are.

A photograph of a bird in flight over a vast ocean under a clear, light blue sky. The bird is positioned in the upper right quadrant, with its wings spread. The ocean is a deep blue, and a small boat is visible on the horizon line. The overall scene is serene and expansive.

## 4. USE THE BIRD'S EYE VIEW

In a bird's eye view you tend to survey everything and decide on a particular point, then you swoop down and pick it up.

- Muhammad Yunus

When we want to change a circumstance or turn a problem into a solution, we can easily get sucked into or get lost in the problem landscape.

Like into emotions, endless details, and what was causing the problem.

**As a 1% change maker you emotionally and physically detach from the problem. And you investigate systemically, meaning you see the problem and its connections to people and circumstances from a bird's eye view.**

You know that you can not solve everything. You pick what you feel can make the most impact and what you are most passionate about. And you start there.

You know that if you change something small but with a great impact, it will have a ripple effect, no matter what.

And you always look for opportunities and scan what you can do in the given circumstances and at this point in time.



## 5. CREATE GRAND VISIONS

If you are working on something exciting that you really care about, you don't have to be pushed. The vision pulls you.

- Steve Jobs

Most people know what they want to move out of. But often they don't know where towards. That makes change impossible as it is destined for frustration and stuckness. Even chaos.

We know from neuroscience that visualization is one of the most powerful tools to help you turn yourself into an engine moving towards that vision. Just like when you desperately want a red car, and suddenly all you see on the streets are red cars. Meaning your brain is switched on like a google search helping you move ahead towards that new desired outcome. It's inevitable.

**As a 1% change maker you investigate what you want to achieve. And you create a grand and beautiful picture of it.** With all the elements that makes your heart sing. A picture that is so vivid you can see, feel, almost taste it. You look at it every single day and feel as if it's already a reality.



## 6. MOVE STEP-BY-STEP

Everybody has  
a plan until they  
get punched in  
the face.

- Mike Tyson

As humans, we are hard-wired for the controllable, the cozy, and predictable. We, therefore, don't necessarily like the uncomfortably uncertain change processes.

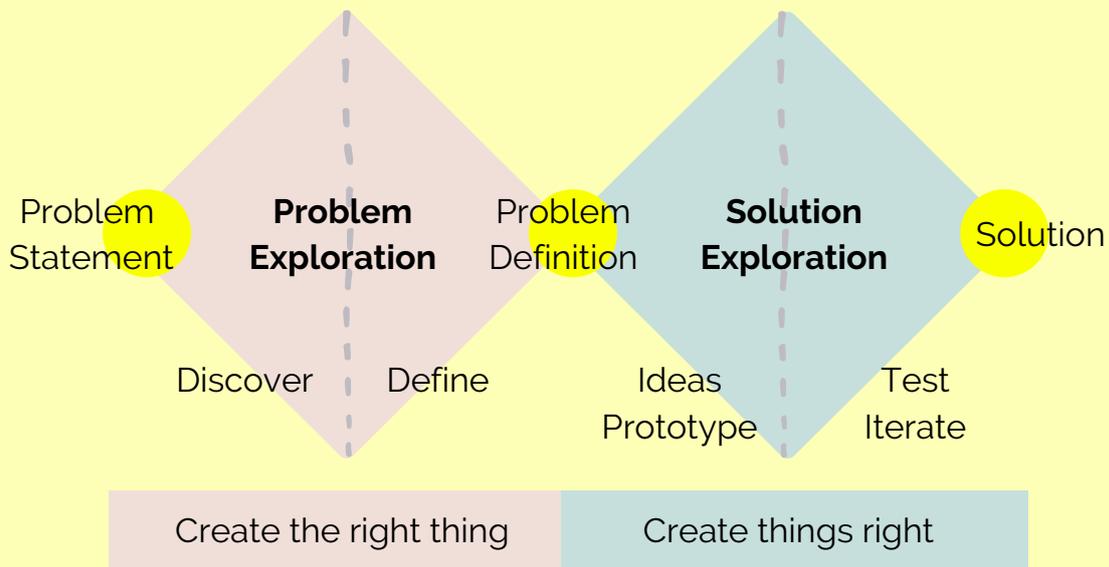
So we often spend days, even months, mapping out scenarios and concepts, helping us to feel safe and in control.

While the reality is, as we know, more VUCA (volatile, uncertain, complex, and ambiguous) than ever before.

**As a 1% change maker, you are time-sensitive. You know that all you need for starting and finishing any kind of change is taking the first step.** And then bravely taking the next and the next.

You also know that it's impossible to know it all. And totally unnecessary. Because others do ;) So whenever a new hurdle comes your way, and you don't know how to move ahead, you reach out and ask for help, read a book or take an online course.

You are self-responsible and self-reliable, and you trust that the unknown is filled with magic.



Framework adapted from British Design Council

## 7. STAY FOCUSED

Lack of clarity is the number-one time-waster.

Always be asking "What am I trying to do? How am I trying to do it?"

- Brain Tracey

Most people don't realize that creating change or solving a problem can be a very straightforward and easy process.

It involves knowing your initial problem and creating a statement. It's then about exploring the problem landscape and deciding on what you want to focus on—giving you the stepping stone for exploring possible solutions and then deciding which idea you want to take further.

It is a constant shift between opening your brain and closing it. And it is that focus which moves you forward smoothly and gracefully.

**As a 1% change maker you know that focus is key. And you dedicate certain time slots to specific tasks.**

Like analyzing a problem OR finding solutions. Like going deep OR brought.

You never do both SIMULTANEOUSLY. Because you know that it makes your brain get exhausted easily and takes away your momentum and flow.



## 8. BE OF SERVICE

The best  
marketing  
ever: CARE

- Gary  
Vaynerchuk

In the past, companies often spend millions on marketing campaigns designed to convince you to buy their products and services.

An approach that is manipulative and not exactly based on free will. An approach flipped on its head: Top down.

The thing is great ideas don't need this kind of marketing. Great ideas are created by involving the people who benefit from them, by building relationships, asking for feedback and opinions.

In short, great ideas come from a place of genuinely wanting to serve. And serving.

**As a 1% change maker you know that it's about those or the cause you serve.** You know that great ideas speak for themselves because they simply make the difference. People see it, they feel it and therefore they use your product, service or idea.



## 9. COLLABORATE TO THRIVE

If we're good at everything we'd have no need for each other.

- Simon Sinek

Collaborating and teamwork are often associated with endless discussions and going in circles. With individuals crashing meetings by holding tight to opinions, being "right," and feeling heard.

But collaboration is not based on the ego. Instead, true collaboration is based on common causes and goals.

When looking at the word co-LAB-oration, we see a LAB in there ;)right?

Working together is like building a "lab" for exploration and creation.

**As a 1% change maker you build this kind of "lab".** Physically or metaphorically and outside the ego zone.

It's where you bring skills, networks, different characters, wisdom, and passions together. So you can bring greater things to life than just by being in your comfort and knowledge zone.



## 10. TAKE TIME FOR WELLNESS

Committing to a lifetime of wellness is not a luxury. It's a necessity.

- Oprah Winfrey

Being a change maker requires a lot from you. In fact, all of you. And making changes is a long-term process, not a sprint.

Without your health and the focus on your mental and physical wellbeing, you can not last very long. Definitely not till the glorious end.

**As a 1% change maker you honor that. And you are committed to your own wellbeing.**

To taking care of your body, listening and acting on signs of rest and recovery. And you are committed to putting positive and empowered thoughts into your brain. Because you know, they will become your feelings, and that will become your actions and the results you produce.

You celebrate every single win because it is again another step you've bravely taken.

Be kind to yourself and cheer yourself on.



## ABOUT THE AUTHOR

I've been in the innovation industry since 2009. As part of the first Design Thinking Generation in Germany, I was dedicated to helping people in organizations, banks, tanks, start-ups, schools, and brave individuals across the globe, all hierarchy and industry levels create meaningful change. I designed hundreds of trainings, co-wrote a book, iterated our tools and approaches constantly to help change-makers succeed.

**But it wasn't until I went through a massive change myself after giving birth to my first daughter in early 2018, along with my identity crisis, spiritual awakening, healing, and transformation journey that I understood the true fundamentals of change.**

Suddenly understanding why all the years change-making felt like playing poker. Never 100% sure if the innovation would actually take off. And it was this:

**To be able to create change, you need to be the change.**

**If you want to create change with meaning, you have to be a person with meaning and live a life with meaning.**

I trust that these secrets meaningfully support you on your journey of being the most magical change maker. And I trust that these secrets give you perspective, inspiration, and motivation to take the first steps.

Even though I don't know what the future will bring, I know this for sure: You have all the power to make change happen within you.

And if you need support on your unique journey? Contact me. I'm offering mentorships, a magical change maker society, and events to help you thrive.

Can't wait to see you create magic.  
With all my love, Yours Hedi  
[www.hedischaefer.com](http://www.hedischaefer.com)