

Life at Nuance, Professional development

# At the end of the day...it's about growing and thriving by embracing change

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It may feel natural to resist change, but it creates opportunities for growth.

We live and work in an industry [experiencing continuous and accelerating change](#). It is through these transitions that we must recognize that change is good for us—personally, professionally, culturally. Yet many of us fear change, and do so for a variety of [reasons](#). Perhaps we're afraid to fail, afraid of criticism, afraid of the uncertainty new leadership can mean.

When I think about change management, I'm reminded of the fable John Kotter, long-time faculty member of Harvard Business School, presents in [Our Iceberg is Melting](#). In this story, we meet a colony of Antarctic penguins; one curious member discovers that their iceberg is in danger, but none of the other penguins is ready to believe him. They're satisfied with the status quo and resistant to the changes that are suddenly foisted onto the group. The story progresses through the actions and reactions of the various characters – you may recognize yourself and your colleagues in there – as they struggle, argue, resist, explore, and finally adopt the changes necessary for their continued success. In fact, embracing change becomes an essential part of their culture and belief system.

Relatable? Definitely.

We all have had a melting iceberg in our lives, and whether we've been on the penguin leadership council, a middle iceberg manager, or a front-line fish, one truth prevails. When we all remain true to our shared values and beliefs, change leads to transformation and growth. It generates its own opportunities for looking at things anew and for considering and achieving goals that we previously didn't even know were possible.

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*At the end of the day... is an expression meaning an assessment of essential facts and truths. It's a summation of the pros and cons of any situation and a straightforward statement of what really matters. It's also the title of this blog series by Brenda Hodge, Nuance Healthcare's Chief Marketing Officer, with insights about leadership, empathetic customer relationships, and marketing techniques.*

**Tags:** [Change management](#), [Leadership principles](#)



### About Brenda Hodge

Brenda leads all aspects of Nuance's marketing function working to develop the go-to-market approach, building the Nuance brand to drive growth, and expanding client relationships to increase loyalty. She joined Nuance from Optum where she most recently served as Chief Marketing Officer for the Provider Market segment. Brenda's career spans multinational sales and marketing leadership roles at companies such as GloStream, Allscripts/Misys Healthcare Systems, and SAS Institute.

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