

WashingtonPrincipal

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Change is the New Normal

David Morrill

Communications Director, AWSP

Sometimes, things break.

I feel like I've written over and over in my column about all the changes we're going through in our office. Change is healthy, stagnation is not. I don't remember who said it, but someone once said, "We're always getting a little better or a little worse... nothing is truly constant."

While change pushes us forward, hopefully to a path of progress, it doesn't come without problems. I guess that's why they say, "No pain, no gain." A lot of times, we think we're on the brink of something great, only to be denied at the last minute – the Seahawks' Super Bowl loss to the Patriots come to mind (still too soon?). We're so close to getting something right, but not all the way there.



My wife and I had this experience with Amazon's Alexa voice assistant a few months back. We installed a "skill" for the 20 questions game. My wife wrote down "meerkat" and Alexa asked us questions. We responded yes or no, and about 14 questions in, Alexa asked, "Is it a meerkat?" Minds. Blown. I tried a celebrity. Are you thinking of John Legend? Son of a... She's two for two. Up next, shrimp.

About nine questions in, Alexa asked, "Can you put it on a salad?," to which we replied, "yes." We were worried loss number three was imminent. "Is it a human heart?" she asked. Wow... that got dark real quick. Alexa didn't get shrimp, and despite being taken aback, we didn't get discouraged, and we didn't stop using Alexa.

Whether it's trying a new tool or technology, implementing a new program, or tackling race and equity, two steps forward are often accompanied by a step back. Looking back through history, we see change almost always brings progress. It sometimes leaves destruction in its path, but usually things end up better than they were. Keep that in mind as we start transitioning to a new data system. We hope we don't have any steps back and your member experience is seamless, but one thing is for sure: We promise not to put your heart on a salad. ■



David Morrill is the AWSP Communications Director. He serves as Managing Editor for Washington Principal.