

# Tools of Change— People and Process

## Key Benefits

- 1 Be able to adapt and thrive in rapidly changing environments
- 2 Avoid common change leadership errors
- 3 Create a culture of positive flexibility
- 4 Adopt an effective change process model
- 5 Reduce resistance and self-sabotage for all stakeholders
- 6 Increase buy-in through effective communications
- 7 Create an effective core leadership team
- 8 Improve individual morale and survivability
- 9 Understand the roles and responsibilities of change stakeholders

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*by Ron Black*

## The Essentials of Managing Change

*Available in keynote, breakout session,  
and one-day seminar formats*

### Introduction

In a world of globalization, technological upheaval, and volatile markets, the ability to manage change is essential to the success of most organizations. Yet, from the executive team to front-line employees, change initiatives are often poorly planned, poorly communicated, and poorly implemented. Experience and intuition is validated by most research: results from change initiatives are most frequently disappointing, at best. And yet the inability to effect desired change can be deadly to both the organization and those individuals leading the change. It is little wonder that typically 70% of stakeholders ignore or openly resist change initiatives.

In this session, sponsors, agents, and targets of change learn how to combine proven process methodologies with leadership competencies—converging process-essentials with people-essentials—to facilitate lasting and effective change.

### Who Should Attend?

Management teams, vice presidents, division heads, supervisors, and change agents throughout the organization will

benefit from this session. In addition, complementary workshops can be created for those who are targets of change initiatives.

### What Participants Learn

Participants learn the essential elements of managing change including:

- Five research-validated keys to success
- The role and responsibilities of change sponsors
- Effective techniques to increase buy-in and reduce resistance
- How to create competent change management teams
- Proven methods for identifying, organizing, planning, and implementing outcomes
- Six deadly change management pitfalls to avoid

Clearly, a skillful blending of the process and people competencies will produce optimal change outcomes: speeding implementation; reducing adversity and resistance; lowering risks; and overall, achieving better results for the organization, as well as the individual stakeholders.

### Formats Available

This topic is custom-tailored: for process- or people-orientated cultures; to align with specific organizational objectives; and for the participants' roles within the change initiative.