



## DEVELOP YOUR CHANGE INTELLIGENCE TO LEAD CRITICAL INITIATIVES

with Dr. Barbara Trautlein

\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

# DEVELOP YOUR CHANGE INTELLIGENCE TO LEAD CRITICAL INITIATIVES

Become a more agile leader by learning tactics to influence-up, collaborate cross-functionally, and motivate direct reports to forge partnerships up, down, and across the organization. From new technologies to increasingly demanding customer expectations to new generations entering the workforce, we are all are bombarded with never-ending change. Are you frustrated that no matter what you try, your change initiatives seem to either fail outright or produce gains that don't last? The reality is that as many as 70% of organizational change efforts fall short of expectations. Yet, your team's impact and your career progress hinge on your ability to lead successful and sustainable change. In this dynamic workshop, you'll get beyond the buzzwords and leverage a proven formula for change. The CQ® System for Developing Change Intelligence® is based on decades of leading transformational change across diverse industries, years of conducting global research on managing change, and study into the psychology and neuroscience of change. Through highly-interactive exercises and real-life examples you'll learn how to:

- Overcome resistance to change by reframing resistance from enemy to ally and using it as a powerful source of information to lead others to embrace change
- Enlighten the head, engage the heart, equip the hands to get people moving in positive, new directions so change sticks
- Become a more agile leader by learning tactics to influence-up, collaborate cross-functionally, and motivate direct reports to forge partnerships up, down, and across the organization
- Diagnose your own Change Intelligence, and build the CQ of the people and teams you lead
- Develop your CQ to drive change that gets results, recoups your investment, and makes a bottom line difference for your organization, team and career
- Emerge as a more competent and confident - and less stressed and frustrated leader of change

# DR. BARBARA TRAUTLEIN

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Barbara A. Trautlein, PhD is author of the best-selling book *Change Intelligence: Use the Power of CQ to Lead Change that Sticks*, principal and founder of Change Catalysts, and originator of the CQ System for Developing Change Intelligent Leaders and Organizations. For over 25 years, Barbara has coached executives, trained leaders at all levels, certified change agents, and facilitated mission-critical change management initiatives - achieving bottom-line business and powerful leadership results for clients. In 2015 she had the honor of being named Change Management Consultant of the year by the Association of Change Management Professionals. Barbara is gifted at sharing strategies and tactics that are accessible, actionable, and immediately applicable. Her blend of research and real-world expertise makes her an in-demand speaker at conferences around the world. Barbara has a unique ability to connect with her audiences, from C-level executives in Fortune 500 organizations to front line employees, and across industries, from steel mills to sales teams, refineries to retail outlets, and healthcare to high tech. Clients served include Ascension Healthcare, Cisco, Deloitte, Dunkin' Brands, the Ford Motor Company, the NYPD, and Save the Children. Barbara holds a doctorate in Organizational Psychology from the University of Michigan.

## TOPICS COVERED

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TAKING CHARGE OF CHANGE - THE "CHANGE LEADER" IS YOU  
YOUR CHANGE INTELLIGENCE/CQ - YOUR STRENGTHS AND BLIND SPOTS  
COACHING TO ADAPT YOUR STYLE TO BUILD RELATIONSHIPS AND  
ENGAGE FOR CHANGE  
TACTICS TO INFLUENCE-UP TO ENGAGE EXECUTIVES, INFLUENCE ACROSS  
TO ENGAGE PEERS, AND INFLUENCE "DOWN" TO ENGAGE DIRECT  
REPORTS TO FORGE ALIGNMENT AND ACCELERATE EXECUTION  
SCIENCE-BASED STRATEGIES TO REFRAME RESISTANCE FROM ENEMY TO  
ALLY AND SHIFT FROM COMPLAINTS TO COMMITMENT  
BUILDING CHANGE INTELLIGENT TEAMS AND TURNING-AROUND  
STRUGGLING PROJECTS  
LEADING CHANGE INTELLIGENT INITIATIVES THAT ACHIEVE RESULTS, USE  
EFFECTIVE PROCESSES, AND POSITIVELY INVOLVE STAKEHOLDERS  
COMMUNICATING FOR CHANGE AND TELLING THE STORY THAT  
CONNECTS HEART, HEAD, AND HANDS  
CREATING AN AGILE AND CHANGE-CAPABLE CULTURE ON YOUR TEAM  
REFLECTION AND APPLICATION TO "BACK-HOME" CHANGE CHALLENGES

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