

Leading Positive Change™



MOTIVATING INDIVIDUAL CHANGE TO LEAD ORGANIZATIONAL CHANGE

CORPORATE MYTH: People naturally resist change.

In fact, as a species, our ability to adapt and change has been our *greatest survival tool*. This fact, however inconvenient, runs deeply counter to the notion that people naturally resist change.

There is another “school of thought” which argues that people can be urgently pre-disposed to make change happen. But you must first figure out how to get people urgently pre-disposed to favor change before you attempt to make change happen. This is where effective leaders quickly distinguish themselves from others. ***How do these leaders raise the level of discontent to the point that it becomes a passionate and positive bias for embracing change and taking action?***

There are three positive motivators that effective change leaders use:

Emotion, Intellect, and Structure.

Finding Alignment and Creating Engagement

The motivation to change starts at the individual level, but can quickly become a dynamic group experience, once these three key areas are understood and the answers to these questions are leveraged to create a **natural**, positive and passionate change environment.

EMOTION

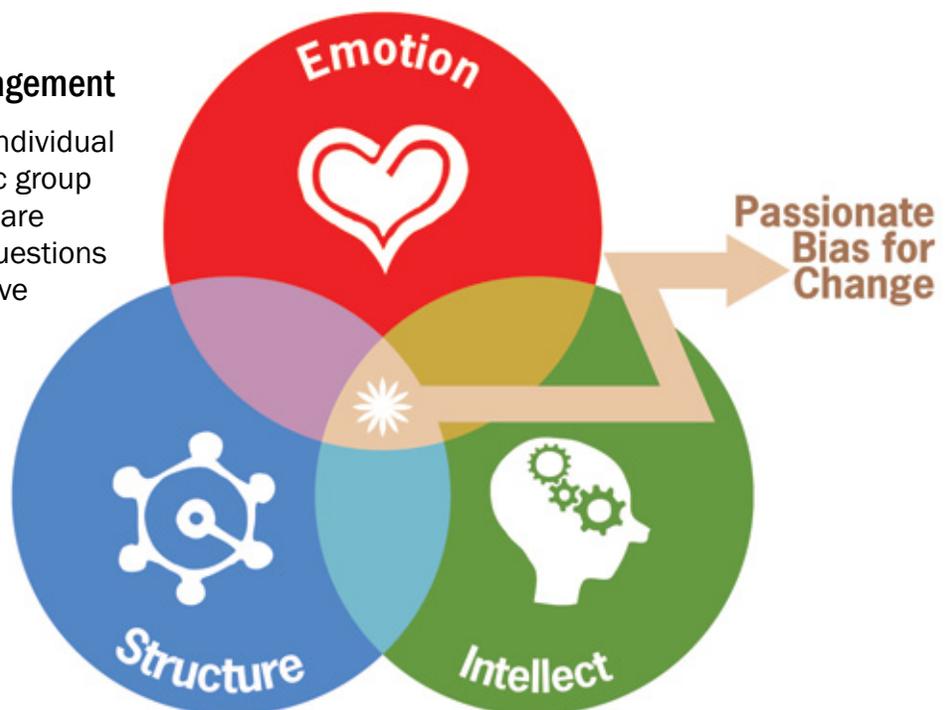
“Do I want to do this?”

INTELLECT

“Does this make sense?”

STRUCTURE

“Is it worth the effort, or is it too hard?”



For more information about how this workshop can help your organization
Please contact Marti Kaiser at 214-276-6832 or email MartiK@ithoughtleader.com

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As an organizational change leader, you must first understand what motivates people to change.

- How do emotions influence our readiness to change? Why are they so powerful? Can they be harnessed?
- Why do rational arguments for change sometimes succeed and sometimes fail? How do I engage people's intellect in the change process?
- What structures are influencing my team's behavior, and how do I manage individual perceptions of the effort and energy this change will require?

Using these motivations, you can successfully lead a positive transformation by following a proven sequence of four simple change initiatives:



Charter

Communicate

Execute

Integrate

Leading Positive Change™ is the latest change leadership offering from International Thought Leader Network and represents our latest insights and experience creating sustainable change results; working with thought leaders and clients, executing change initiatives across the globe, for more than 20 years.

This is a process for harnessing people's natural positive energy and using it effectively to lead organizational change.

Leading Positive Change™ is available as a one or two day workshop or as a 6 -12 month engagement process. The workshop serves the leadership needs of any mid- to upper level manager or executive that is involved in leading change.



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