

Expand involvement.  
Improve buy-in.  
Develop leadership  
capabilities.



# LEADING PEOPLE THROUGH CHANGE<sup>®</sup>

## Achieve Desired Change and Enhance Business Performance

Organization change is inevitable. New opportunities, new products, and new business initiatives are exciting endeavors that also signal change and disruption. Most of these change efforts require significant adjustments in how large numbers of people get work done. Change is never easy, and roughly 70% of change efforts fail or are derailed, which can lead to low productivity and morale, unmet expectations, wasted time and money, and increased employee turnover.

Leaders need the buy-in and commitment of the people who are being asked to change. Our research and real-world experience have shown that people go through predictable stages of concern during change. In addition, most change efforts are unsuccessful for predictable reasons. This predictability allows leaders to be proactive and minimize the risks associated with change.

Leading People Through Change<sup>®</sup> teaches leaders how to identify and address the typical stages of concern that employees go through, as well as how to use the appropriate strategy and behaviors to resolve the concerns. The model that is presented in this program can be applied to all types of change efforts, including mergers and acquisitions, business process reengineering, sales force expansion, and technology implementations.

### LEARNING OUTCOMES

- Positive effects on productivity and morale
- Increased *capacity to change* and an adaptive environment where change is implemented effectively on an ongoing basis
- More buy-in and less time to achieve the desired performance
- The development of business-wide change leadership capabilities

**THE** KenBlanchard<sup>®</sup>  
COMPANIES



## PROGRAM FORMAT

Our learning design is based on research that shows that people affected by change show greater buy-in and are less resistant when they are actively involved and have opportunities to influence the change process each step of the way. Contrary to popular belief, people do not resist change; they resist being controlled.

Blanchard workshops are led by expert change consultants who teach executives, managers, and supervisors how to apply the following change strategies and achieve the corresponding outcomes:

- Expand Involvement and Influence—Buy-In
- Select and Align the Leadership Team—One Voice
- Explain the Business Case for Change—Compelling Case
- Envision the Future—Inspiring Vision
- Experiment to Ensure Alignment—Collaborative Effort and Infrastructure
- Enable and Encourage—New Skills and Commitment
- Execute and Endorse—Accountability and Early Results
- Embed and Extend—Reach and Sustainable Results
- Explore Possibilities—Options

For more information, please contact your Blanchard Sales Associate.

## WHO SHOULD ATTEND?

- Senior executives
- Day-to-day leaders of a change effort
- Managers at all levels who seek to increase the buy-in and commitment of their direct reports
- Internal OD/HR consultants
- High-potential leaders who may be asked to play the role of change agent
- Teams responsible for leading change

**Ken**<sup>THE</sup>**Blanchard**<sup>®</sup>  
COMPANIES

### Global Headquarters

125 State Place  
Escondido, CA 92029 USA

**From anywhere:** +1 760.489.5005

**Within the US:** 800.728.6000

**Fax:** +1 706.489.8407

For a list of our offices worldwide, visit

[www.kenblanchard.com](http://www.kenblanchard.com)