

Create a Culture  
of Change Readiness



# LEADING PEOPLE THROUGH CHANGE®

Change can be hard. It doesn't have to be.

Organizational change is a fact of business life. Reorganizations, mergers and acquisitions, technology implementations, and other business initiatives are disruptive because they require large numbers of people to change their behavior at the same time.

You want to successfully navigate change initiatives without derailing productivity or morale. It can be frustrating to see change efforts fail because managers don't have the resources or skills to guide their people through them. Failed or stalled change initiatives waste time and money, reduce productivity and engagement, and increase employee turnover.

It doesn't have to be this way. At Blanchard®, we know the most successful companies are agile and embrace change as part of their culture to stay ahead of the competition. We know how to equip your managers with what they need to get buy-in and commitment and create a culture of change readiness.

Our Leading People Through Change® program teaches your executives and managers how to lead successful change efforts by understanding the predictable stages of concern and adjusting their leadership style. Being able to successfully navigate change positively affects morale, builds momentum toward key goals, and gets results faster.

CREATE A CULTURE OF  
CHANGE READINESS  
THAT RESULTS IN



CHANGE  
LEADERSHIP  
CAPABILITIES



INCREASED  
BUY-IN AND  
RESILIENCE



GETTING RESULTS  
FASTER



REDUCED RISK  
AND INCREASED  
CONFIDENCE

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



## THE PROVEN FORMULA TO DEVELOP CHANGE LEADERS

Leading People Through Change® applies to change initiatives of all types and sizes. Workshops can be delivered to an intact team working on a specific change initiative or in an open enrollment format. Workshops are available as in-person or live virtual sessions.

### DURATION AND MEDIUM

- Specific change initiative: 1–1.5 days in person or three to four 90-minute virtual sessions
- Open enrollment: 1 day in person or three 90-minute virtual sessions
- Extra 0.5 day if Tipping Point® simulation is added; available only in person
- 1.5- to 4-hour Executive Overviews also available

Blanchard’s expert change consultants train your leaders how to proactively surface and diagnose people’s predictable questions and concerns during change. Your leaders will learn to flex and match their leadership behaviors to the needs of their people.

When people are given the opportunity to be involved in the process and their concerns are heard and addressed, they are less likely to resist change. When you have buy-in and commitment early on from the people you are asking to change, they will feel good about the direction of the organization and you’ll get results faster.

Don’t risk wasted time, effort, and money on a failed change initiative. Equip your leaders to make sure it’s a success.

### READY TO GET STARTED?

Here’s how to implement a successful training initiative, in three easy steps:

1. Decide – we’ll help you decide who gets the training and why
2. Prepare – we’ll help you order materials and prepare the facilitator
3. Deliver – we’ll help you deliver impeccable training at your company

### WHO SHOULD ATTEND?

Intact Teams

Executives

Managers

High Potentials

**THE Ken Blanchard**  
COMPANIES

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**Contact Your Blanchard Sales Associate or  
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