



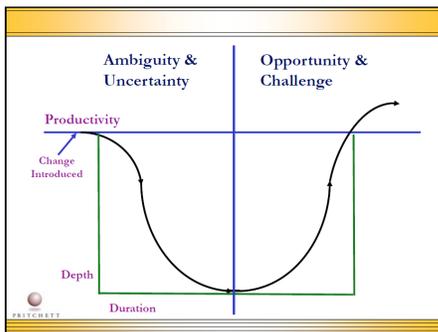
Leading Organization Change

The **Leading Organization Change (LOC) Seminar** is designed to help managers and individual contributors **manage themselves and their people more effectively during times of rapid organizational transformation / change**. The program focuses on improving communication on the nature of change and enhancing the resiliency of management and staff during times of change and uncertainty.

LOC offers very challenging content; it has consistently been rated among the best programs introduced to organizations over the past 20 years (average quality and value ratings exceed 9.0 on a 10-point scale). The seminar has been conducted by Lynn Reed in various firms located across the USA, as well as in London, Brussels, Frankfurt, Geneva, Hong Kong, Madrid, Milan, Paris, Singapore, Sao Paulo, Sydney, Tokyo, Zurich and others for over 20 years with a great track record of success.

Target audiences have included very senior leaders down through analyst and professional track individuals; the content is appropriate for both revenue and support personnel. It can be conducted for functionally aligned or cross functional groups based on need. We **recommend targeting “real change leaders”** (vs. “good managers”) initially. The **goals of the program include**:

- 1) **Improving communication** about the nature of change in the organization,
- 2) Developing an understanding of how the **predictable dynamics of change** affect both the individual and the organization,
- 3) Developing specific strategies to **minimize the potential decline in productivity** associated with change,
- 4) **Improving retention of critical or key people** during times of dramatic change,
- 5) **Changing the mindset of people** to enhance both short-term and long-term productivity in the firm.



The **program focuses on the behavioral side of the productivity equation**. LOC clarifies the linkage between key organizational initiatives, the marketplace imperatives driving these changes and the impact of corporate culture (values and behavior) on an **organization’s ability to rapidly adapt to change**.

LOC was initially developed using material from change management experts (Price Pritchett Associates) during the reengineering of European Support for a major investment banking firm. Subsequently, other organizations and functional areas adopted the program to help them **maximize performance during major change or realignment initiatives**.



Leading Organization Change (cont.)

Specific examples of major change initiatives supported with the LOC Seminar include: merger integration, reengineering, outsourcing, off-shoring, reorganizations, clarification and reinforcement of mission/vision/goals, downsizing, process improvement initiatives, etc.

Using **research from the Harvard Business School** (John Kotter and James Heskett), an assessment of the firm's corporate culture (behaviors) is conducted in each seminar. The business case for developing a more change adaptive culture is made clear. Participants then work in small groups to **develop strategies to overcome the most counter-productive aspects of the organization's culture** (for example: over-use of consensus decision making, aversion to personal risk taking, lack of clear accountability, slow decision-making processes, etc.).

Content includes models to demonstrate the **impact of change on productivity**, the developmental **phases of transition** (sources of resistance to change) and strategies to improve the impact of communication at each stage of the process. The program is designed to run 1.0 - 2.0 days at a fast pace. Duration, timing and content can be tailored to meet the needs of the business.

Outcomes for participants: this seminar is focused on **improving communication during times of rapid and / or dramatic change**. Participants come away with:

- 1) A clearer sense of the nature of change, how it affects the firm, as well as how the firm tends to respond to change, and the **impact of change-adaptive corporate cultures on organization performance**,
- 2) **Acceptance** of the compelling business case for building a more change adaptive organization, a better understanding of their role in helping the firm achieve this objective and a **specific action plan for improving performance**,
- 3) An **enhanced capability to deal with rapid change** at the individual and organizational levels (resilience),
- 4) A better understanding of the **types of communication necessary** to overcome resistance to change and how to accelerate the impact of the change(s) on the organization,
- 5) An opportunity to reflect on their own behavior to date with respect to how they respond to change, and how they might need to **modify their behavior going forward** to become even more productive employees and effective leaders and managers.

Lynn Reed has extensive experience conducting this program globally with excellent results. If you would like to learn more, please do not hesitate to contact him - you will not be disappointed. Thank you for your interest.

Our passion is contagious!

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