

“Making Change Stick”

Key Ideas to Set the pace, not just keeping up

With Dr. Charlie Bishop,
...Your Guide to Changing the Game

Imagine how your work-a-day world would be different if you, your organization and the team were truly on top of “the change game”. Do you assume—accept at face value—the idea that:

- ❑ This new change is just the latest event and I’ll have to put energy into just “getting through it”?
- ❑ Change. It is something to **react to** Vs taking a **proactive** approach. Do you believe that the future is just “luck” or the purview of someone reading tea leaves?
- ❑ At times do you feel overwhelmed and “worn out” by all the change, or are you perplexed as to how to get ahead in this ongoing change environment?
- ❑ Do you feel your destiny is in someone else’s hands?

If so, then . . .

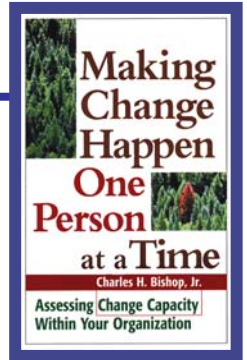
You are in for a refreshing set of ideas and experiences that could change your life and your career. You will be exposed to a way of looking at the process of change and leadership to Make Change not just happen, but make it stick!

Some well-known people have challenged conventional wisdom, broken the mold—no matter what the circumstances: Ever wonder how those recognized as innovative and first-rate leaders learned to successfully Make Change Happen?

- Fred Smith, founder and Chairman of FedEx;
- Cristos Cotsakos at E*Trade;
- Jim Barksdale at Netscape; and
- Jim Karis, CEO of Entelos...cited by Fortune Magazine as technology leader for the future;
- Frank Maguire, former communications director in the White House, and;
- Steve Ruzika who led the dramatic turnaround of ADT.

Charlie Bishop worked with these individuals up close on a day-to-day basis and started to develop and shape his ideas about what truly makes the difference into a philosophy and set of tools for Making Change Happen. He has captured and crafted these ideas and he shares them through his speeches and consulting practice.

Charlie’s book also contains many of these ideas: *Making Change Happen One Person at a Time . . . Assessing Change Capacity in Your Organization*, published by AMACOM in 2001, is quickly becoming the bible for those involved in making change. The University of Michigan has described the book as a “must have” . . . one of the 10 major books on change in the past 40 years.



Making Change Happen Ideas...Four ways to assist You !

... Some of the ideas covered in Charlie's talks

...Entertaining and insightful, Charlie provides an extraordinary opportunity to discover basic principles for identifying and growing talent, building effective teams, acquiring customers and most importantly, retaining them.

Keynotes and Workshops in Making Change:

The Leadership Series...Leading in different Challenges:

The ideas behind Making Change Happen are so critical to success that understanding them is essential to anyone who wants to have an edge in the business world. Effective leadership of change is not isolated with just a few individuals—it is a necessity for everyone.

- ❑ **Individual Leadership in Making Change Happen** : Identifying and Developing your A-Players, ...the key to getting to the future,
- ❑ **Teamwork ...“Getting the Eagles to Fly in Formation”**: Building the Coalition of Leaders to Drive Profitability and Commitment,
- ❑ **Organization Game Changing**: Winning the Competitive Game and Avoiding the “Organizational Game”, and

Excellence with the Customers:

In addition to leadership at various levels at the end of the day in being competitive one has to be externally facing. Charlie was cited as “the architect of Federal Express’s human performance system” by the former Chief of Staff of FedEx. He brings many of the ideas as to how FedEx, NationsBank and ADT Security Services gained a solid reputation for not only selling, but servicing customers...leading to the all important issue of retention.

Customer Connection Series: Lessons learned at FedEx

- ❑ **Customer Attraction, Service and Retention**: The FedEx formula in Retaining Customers

Choose How You Want to Benefit...3 options:

1st: Keynote presentation

- Timing: 45-60 minutes
- Dynamic delivery of relevant presentations customized to your needs.
- Optionally, includes copy of Charlie’s Book: Making Change Happen One Person at a Time;

2nd: Working Session:

- Timing: 90-120 minutes with additional time for practical applications and Q&A
- An emphasis on actionable ideas and tools that can be used immediately to solve real world problems

3d: Senior Executive Change Briefing/Work Session

Based upon the magnitude of the change issue you identify, we tailor a 2 hr to full day briefing for the senior team. This session provides an unusual opportunity to understand large scale change, idea exchange, critical reflection and action planning. The primary focus is on implementing your change direction-an area that has proven to be the Achilles heel of success.

Session Style: In many ways, this session resembles a well-run executive committee meeting with senior leaders attending;

- The issues are anchored strategically and lead to focusing on implementation. The discussion is informal with plenty of "give and take;"
- There will be structured content presentations;
- The focus will be on your key issue(s) and concern;

When is a session like this most appropriate?

- The issue requires an approach to rapidly focus information, accelerate discussions, and gain commitment; thus to
 - Capture, integrate, evaluate, respond to; and
 - Target solutions to elevate the organization's performance quickly but effectively
- Leadership team needs to be "of one mind"-a positive forum to solicit a collective opinion;
- Optionally, includes follow up Coaching

Making Change Happen Presentations...Payoff;

If you want to personally be an A-Player, and you want to positively influence events, situations, opportunities and those around you to do the same, you'll find answers in the entertaining and powerful presentations by Charlie Bishop.

Charlie's presentations speak to everyone, including those at the top and those charged with making the change; following Charlie's clear, engaging directions, you'll master how to finesse success as a change leader, When Charlie's presentation concludes, you'll know the secrets of how to thrive in change, which means you'll hold the potential of becoming a happier, more successful leader. In addition, Charlie will share numerous references and resources with you so you can advance your skills.

Contact us: If you have a change underway or anticipate a change, please contact us and we would be pleased to discuss with you to see if an education/training event would assist you and your team.