

The 5 Change Dangers & How to Avoid Them



Why do 70% of change efforts fail?

This keynote answers that question and provides practical strategies to beat the odds that are stacked against you.

Leveraging the **research of Kotter, IBM, Prosci and others**; our best-selling book ***Perfect Phrases for Communicating Change (McGraw-Hill)***; and **PeopleNRG's 2011 Global Best Practices Research**, leaders will learn how to lead change efforts to successful completion.

Through this **highly interactive and hands on program**, leaders will:

- Know how to address the fact that 77% of people worldwide are skeptical of any work change
- Understand how to engage the 81% of employee who say 'yes' to change but don't really mean it.
- Develop skills to overcome resistance to change
- Identify strategies to build trust
- Learn 4 strategies to handle any change conflict

About the Presenter



Since 1993, **Lawrence Polsky** has inspired and instructed more than 6,200 professionals from 25 countries on 5 continents. His interactive and practical speeches leave audiences inspired to take action. He is the co-author of *Perfect Phrases for Communicating Change (McGraw-Hill)*, *Perfect Phrases for Conflict Resolution (McGraw-Hill)* and *Say YES! To Change: 27 Strategies for Motivating Yourself and Your Team*.

