

Becoming a Change Leader (Yes, You!)

What You Need to Lead Your Organization to Achieve its Change Goals

The statistics on change are dismal. *McKinsey Quarterly* reported that only 38% of leaders believed their recent transformation effort was better than somewhat successful. And the project success rates (coming in on time, within budget, and to scope) are lower than anyone would like. Clearly, there's room for improvement. In this engaging, participatory session, participants learn what it takes to become successful change leaders. Specifically, we will discuss:

- The one approach that makes a change initiative 10 times more likely to succeed.
- The six methods of creating change in organizations.
- How leaders can use the six methods to help create change.
- How leaders can choose the best fit for their projects or initiatives.

Participants will leave with new ideas, techniques, and an action plan for becoming more effective change leaders.

Participants Take Away

- One approach that makes a change initiative 10 times more likely to succeed
- Understanding about how to use the six methods to improve the likelihood of success
- Techniques for increasing success as a change leader

Sample Outline

1. Welcome and objectives
2. We need to get beyond “winging it” to what works
3. Using 4+ of these methods yields a 10x greater likelihood of success
 - The research
 - The six methods
4. Leading change at the individual level
 - Activity: Influencing change individually
 - Techniques
5. Leading change at the social level
 - Activity: Influencing change socially
 - Techniques
6. Leading change at the structural level
 - Video: Influencing change structurally
 - Techniques
7. Putting it all together

Our Sources for Change Leadership Research and Methodology

1. Grenny, Maxfield, & Shimberg (2008). How to Have Influence. MIT Sloan Management Review.
2. Ibarra, H. & Hunter, M. (2007). How Leaders Create and Use Networks. Harvard Business Review.
3. Townsend, M. (2007). Becoming a Change Leader. CIO.Com. Available at <http://bit.ly/HIWqgh>.
4. Townsend, M. (2009). Leveraging Human Networks to Accelerate Learning and Change. Chief Learning Officer. Available at <http://bit.ly/L4NRS>



Becoming a Change Leader (Yes, You!)

What You Need to Lead Your Organization to Achieve its Change Goals

Results from Past “Becoming a Change Leader” Presentations

“Becoming a Change Leader (Yes, You!): What You Need to Lead Your Project to Success.” PMI Mass Bay Professional Development Day, 2012. Participant feedback:

- *“Excellent session. Great information, structured well, excellent and entertaining presentation style. Real take away value.”*
- *“Excellent session - exceeded expectations. Great combo of engaging delivery and actionable content.”*

“Becoming a Change Leader (Yes, You!): What You Need to Lead Your Project to Success.” Boston ProjectSummit, 2011.

- *Acclaimed as “best session of the conference.”*
- *Received highest speaker and overall scores at conference.*

Testimonials from Other Presentations

“Maya was one of the most skillful presenters I have seen in terms of creating buzz, interest, engagement and participation, as well as a subject matter expert.” – VP, business services organization (participant in NEHRA session)

“Facilitator made everything seem easy. Maya is wonderful!” – Anonymous feedback from a PMI audience member

“Excellent, refreshing, amazing.” – Anonymous feedback from audience member

“Maya’s presentation was informative, engaging, and insightful. She shared a great technology, in a way that would best serve those in attendance, and received many of the highest marks on her feedback. Maya is the best of the best.” – Chair, Midwest Talent Management Forum

“Best session of the day!” – Anonymous feedback from participant at the Midwest Talent Management Forum

About the Presenter

Maya Townsend, founder of Partnering Resources, specializes in helping leaders meet complex change and collaboration challenges. Maya's presentations at national Gartner, OD Network, and International Society for Performance Management conferences have been acclaimed “best in conference” by participants. She is a popular local speaker in the Northeast who has led sessions for the Project Management Institute, Northeast HR Association, American Society for Quality, and Healthcare Businesswomen’s Network. Maya serves as an adviser to Gartner, the leading technology research and advisory company, on change management best practices. She teaches leadership, strategy, and collaboration through Boston University Corporate Education Center. Maya's articles have appeared in CIO.Com, Chief Learning Officer, Talent Management, Mass High Tech, Women’s Business Boston and other publications.



617.395.8396
maya@partneringresources.com
www.partneringresources.com