



EMBRACING THE CHALLENGE OF CHANGE

Description:

Leading change efforts in the workplace can be daunting and difficult! And even with the best intentions, 70 percent of organizational change initiatives fail. Worse yet, the need to lead change is growing, but the ability to do it is shrinking. Instead of your next change effort exerting a heavy toll—both human and economic—discover how to influence a positive transformation in your organization. Apply an intentional approach with results-focused strategies to lead change toward a positive future, rather than merely avoiding a negative one.

Learning Outcomes:

- Enhance focus and engagement during times of rapid and challenging change while avoiding mistakes that derail communication, accountability and productivity.
- Control emotional reactions and resistance, while also positively influencing those of others—by understanding and managing the factors that impact change and fostering positive outcomes for you and your organization.
- Determine the financial impact of your change initiative, manage the predictable dynamics that occur, and model the right behaviors to preserve trust, commitment, morale and teamwork—inspiring teams to successfully navigate through unstable times.

Biography:

Tracy Stock is one of the most in-demand and top-rated female speakers in North America today because of her ability to inspire behavior change and achieve positive outcomes. As a former director of learning and development and 20+ years of speaking experience, her trusted clients include the US Army, Motorola, Berkshire-Hathaway, US Bank, True Value and Subway, to name a few.

As a Certified Speaking Professional® (CSP)—Tracy has earned the highest honor in her profession held by only 12 percent of speakers *worldwide*. She is also a prolific and best-selling author, with five published books and numerous other products.

Tracy is a dynamic, passionate speaker who is committed to energizing workplace culture, enhancing employee engagement and empowering high performance—helping organizations, teams and individuals live more productive, passionate and purposeful lives. When looking for a memorable speaker who understands client's needs, delivers on her promises, and drives energy and success to your event, Tracy Stock is your solution.