



Tracy Stock presents

EMBRACING THE CHALLENGE OF CHANGE:

**Weaken Resistance. Protect Productivity.
Drive Positive Outcomes.**

THE SPEAKER

Tracy Stock is an engaging, powerful and poignant speaker who captivates and inspires audiences. She brings more than 20 years of speaking experience from both large- and small-size audiences including the US Army, Motorola, Shopko, Plexus and Subway, just to name a few. Tracy speaks to and influences the lives of many through her keynotes messages, interactive and learning-focused workshops, books, DVDs and numerous other products.

As a coveted Certified Speaking Professional® (CSP), Tracy holds the highest honor in the speaking profession, held by only 12 percent of speakers *worldwide*. It can only be earned by demonstrating exceptional speaking ability, outstanding business management, recognized ethics and integrity, and a proven track record of distinguished professionalism and success.

THE AUTHOR

As a best-selling author, Tracy loves to immerse readers with compelling content, powerful stories and vivid examples, as evidenced by her five captivating books—*The Perfect Pair of Jeans*, *Tame the Turbulence*, *Conscious Choices*, *HOLY COW!* and her brand new one—*The One Choice Rule*. In addition to writing books, Tracy frequently shares her insight through her monthly ezine, popular social media platforms, and her blog.



THE MESSAGE

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.

KEY TAKEAWAYS:

- Prepare for common reactions, set expectations and effectively manage predictable dynamics of change.
- Maintain focus and engagement despite distractions while avoiding mistakes that derail communication, accountability and productivity.
- Determine the financial impact of your change using a proven formula and accelerate the change process to decrease the negative impact.
- Model behaviors to help preserve trust, commitment, morale and teamwork—inspiring teams to navigate unstable times.
- Avoid resistance and uncertainty, protect productivity and performance, and achieve positive outcomes.