

Leading Bold Change™



CREATING CHANGE LEADERS AT ALL LEVELS

Thursday 31st March 2011 | IoD Leeds, 3 Albion Place, Leeds LS1 6JL

Changing and Succeeding under any conditions!
Endorsed by Prof. John Kotter

Leading Bold Change™ is an interactive workshop experience that enables leaders at all levels to drive change through the practical application of Harvard Professor John Kotter's PROVEN PRINCIPLES for effective change. The experience connects the heart of those who must embrace and lead change today with the mindset necessary to ensure future success.

The workshop is based on the work of Harvard Professor John Kotter and includes his widely used 8-Step methodology. Among thought leaders of change management and leadership, no-one measures up to the award winning stature of Professor Kotter in terms of his solid insights, simple approaches and proven findings on highly successful change initiatives.

More specifically, Leading Bold Change™ is based on Kotter's "Our Iceberg Is Melting", a book which puts the eight vital steps of successful change within the reader's grasp in the form of a simple, funny and endearing fable about penguins stranded on a melting iceberg.

The Leading Bold Change™ process offers:

- The chance to gain traction around a "live" change facing your organisation
- The ability to develop an accurate assessment of current progress with plans to focus attention where it is most needed.
- Access to a practical, easy to understand and highly intuitive eight-step process that guides and informs any organisational change initiative.
- Tools that allow a practical and pragmatic review of what helps and hinders business transformation with a set of approaches to make change less daunting to groups and individuals affected by it.
- Learning and application of world-class change leadership principles in a fun,

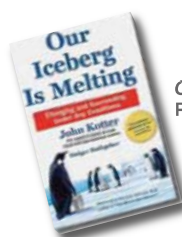
engaging, stimulating environment based on a best-selling parable about change.

- An approach to develop a common vocabulary for complex change issues that can be used and understood by those who have attended the workshop.

Join Craig Smith, the foremost change expert in the UK at the North's first LEADING BOLD CHANGE™ WORKSHOP, the only leadership and change programme endorsed by Professor John P Kotter.

A Proven Methodology – Engage quickly: Hearts and Minds aligned.

This is NOT another boring workshop or a veiled sales pitch – this workshop WILL make a difference to you and your business. Based upon years of research by the world's foremost thought leaders, this programme brings robust, simple and actionable solutions. Recent research proves that investment in leadership increases success in business projects by up to 70%.



Our Iceberg is Melting,
Prof. John Kotter.
Check out our video
www.leadingboldchange.co.uk



WHEN YOU ATTEND THIS WORKSHOP YOU WILL...

- 1 Learn how to apply Kotter's 8-Step formula for successful change
- 2 Learn how to increase the level of change readiness in your organisation
- 3 Learn how to accelerate the achievement of change goals through an action plan
- 4 Develop a compelling sense of urgency and create buy-in for your change initiative
- 5 Develop a strategy for dealing with stubborn and irrational opposition to change in your organisation
- 6 Develop a common language for understanding and implementing successful change within your whole organisation
- 7 Learn how to use our free 'Leading Bold Change™' on-line scorecard and action plan to measure and track progress of your change efforts

Overview and Itinerary

Pre-work

1 | 2 | 3

Prior to the workshop we will ask you to purchase and read 'Our Iceberg is Melting'. We will send you a link to our on-line assignment for completion before you attend. This ensures you define a real change effort you will be involved in. This is a key stage and cannot be overly emphasised.

- 1 Purchase and read the book.
- 2 Complete on-line e-learning module to start the process of applying Kotter's methodology.

MORNING SESSION

8:30 REGISTRATION

Tea, coffee and biscuits

9:00 WELCOME & INTRODUCTION

Introduction to the difference between "change leadership" and "change management". Understand the impact of behaviours when leading transformational change efforts. Look at organisational culture and how the pull of tradition and habits makes change difficult.

09:15 MODULE ONE UNDERSTANDING "OUR ICEBERG IS MELTING"

Review the book and the concepts it contains. Review key connections between the characters, situation and strategies and how they illustrate "real" issues faced in organisations when implementing major change. Review organisational "NoNos" and develop a common vocabulary for key change concepts.

11:30 MODULE TWO UNDERSTANDING THE 8 STEPS

Participants learn the "classic" Kotter eight-step change model and share their own experiences and examples of each of the steps. Delegates work together to create presentations that show the links between the steps and illustrate with examples. Video and written case studies of the eight-step model being applied in "real" organisations are reviewed.

12:30 NETWORKING LUNCH

AFTERNOON SESSION

13:30 MODULE THREE EXPLORING YOUR "ICEBERG"

The focus of the work turns from learning to applying. Participants identify a change that needs to be "led" and apply what they have learned so far. Delegates create their own assessment of the change they have identified using a scorecard to create a gap assessment to

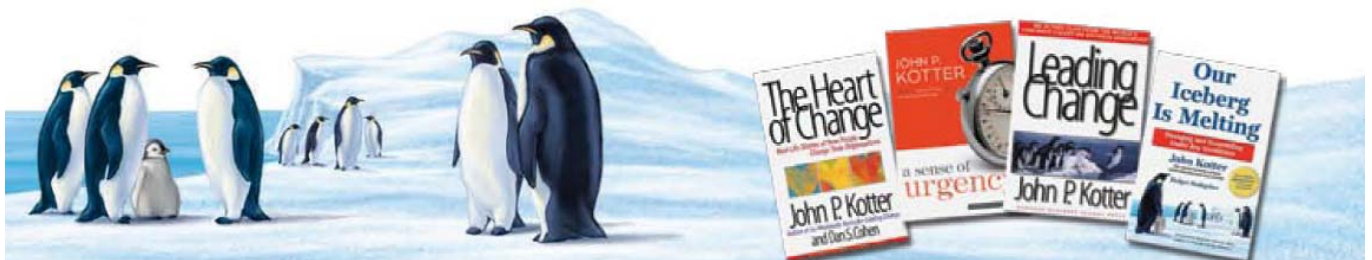
determine needs and priorities. They then develop a visual storyboard of their change "journey".

14:45 MODULE FOUR USING THE ACTION PLAN

Delegates develop an action plan that covers all eight steps of Kotter's model for leading successful change, and a plan to eliminate

organisational "NoNos", as well as other negative influences. Final plans also include a timetable for re-assessing progress and development of follow-up action plans to maintain a sense of urgency until the change is part of the team, department or company culture.

17:00 CONCLUSION & WRAP-UP



Registration and Further Details

1 | 2 | 3

THE WORKSHOP LEADER



Craig Smith is a master of managing teams and change both professionally and personally. His career began working on construction projects. Craig made his first career move into management with Northumbrian Water which gave him his first experience of managing large teams in a fast moving and demanding environment.

“The workshop experience delivers an outstanding insight into the process of Leading Bold Change™”

Craig stayed with Northumbrian Water for five years before moving to Royal Mail, where he again took on the management of large teams going through change – whilst at the same time completing an MBA via the Open University. This experience led Craig into training development with PepsiCo. At PepsiCo, Craig ran the training department at Walkers Crisps (part of PepsiCo) for three years before moving into PepsiCo’s European HR team giving Craig extensive experience of delivering diverse and complex change projects across Europe and South Africa.

In 2007, Craig left PepsiCo to start his own business, Flint Consulting. Flint Consulting uses Craig’s expansive experience and knowledge to help organisations implement successful change through training, facilitation and consultancy services.



What our delegates say...

Good pace, plenty of fun and it provided me with a great start for my own change project

The workshop was well-structured, easy to follow, motivating and really helped

Well delivered, easy to understand, relevant and useful

The delivery was well paced and clear. My expectations were exceeded

Our clients...



WORKSHOP FEE

Full Workshop Delegate £495 + vat

A 10% discount is applicable for any second delegate from the same company.

Cancellation Policy:

Cancellations can be made up to and including January 25th, 2011, during which period the event fee, less 20% will be credited. No refunds are given for cancellations received after January 26th, 2011. You are very welcome to send a colleague to the event if you are unable to attend.

Cancellation of the Event:

In the unlikely scenario of the event being cancelled, either through force majeure or for any other reason, the liability of Brug will be limited to the full return of the registration fee. No other claims against Brug will be considered.

THE VENUE

IoD Leeds

3 Albion Street
Leeds
LS1 6JL
UK


W: www.iod.com


Maps of the venue can be found at:
www.iod.com/Home/Premises/Leeds/

HOW TO REGISTER

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