

CHANGE ENTHUSIASM: GROWING AND LEADING THROUGH CHANGE AND DISRUPTION

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CASSANDRA WORTHY

Growth is the result of change. And it's in the process of that change that instability often resides, instability that can stall or thwart the desired change or growth. That instability is created through behavior. People choose how they will behave based on their beliefs. In times of high-stress change, those beliefs are often fueled by the most important tool of successful change adoption: emotion.

During times of major shift such as a merger, acquisition, organizational restructure, new systems integration, and/or market disruption RARELY do organizations ever face the tumultuous emotional landscape of the organization head-on. Only 10% of successful change adoption is about know-how...the other 90% is squarely centered on an organization's motivation and willingness to embrace the change. Without addressing the emotions standing in the way of motivation, any transformational journey is stopped in its tracks.

So, for your organization, team, and/or you to be successful during times of change and disruption what must occur? You must embrace the power to become a *Change Enthusiast*. A *Change Enthusiast* (noun) is: 1) one who is inspired to grow by harnessing the power of emotion; 2) one who trusts the fear, anxiety, frustration, anger, and/or grief that change brings to be signals directing them to their greatest growth opportunities; 3) one who practices *Change Enthusiasm*.

Beyond the practical application of becoming a *Change Enthusiast*, you will be introduced and armed with the six C.H.A.N.G.E. Traits® to assist you to avoid common pitfalls in leading and influencing through change. Whether you are facing a self, team, and/or organizational change, this program will help you to embrace and accelerate change and the transformational journey.

This program will help leaders:

- Establish a growth mindset to view change as something that happens *for* you vs. *to* you.
- Build the necessary soft skills of C.H.A.N.G.E. Traits® required to effectively lead and influence through change.
- Develop an action plan to help you navigate through change and disruption.

Competencies Addressed: Action Oriented, Being Resilient, Drives Engagement, Organizational Savvy, Situational Adaptability

CASSANDRA WORTHY

Cassandra Worthy is the world's leading expert on Change Enthusiasm®. She is lighting the world on fire with her refreshingly unique take on not just 'managing' but *growing* through change. Through her consulting firm Change Enthusiasm Global, she has shared this revolutionary approach for not only embracing change but using it to propel you to heights you never imagined with thousands all over the world. She is trusted by clients around the globe including MassMutual, Johnson & Johnson, CVS Pharmacy, Bristol Myers Squibb, SnapChat, and Cisco. After spending nearly 15 years working as an executive within both Procter & Gamble and Berkshire Hathaway thriving through some of the biggest acquisitions ever recorded in the consumer packaged goods industry, Cassandra decided to cultivate the mindset and tools she had practiced to grow through these disruptions in a way that inspires, invigorates, and motivates others to grow through their change challenges. Cassandra is also the author of *Change Enthusiasm: How to Harness the Power of Emotion for Leadership and Success*, a Next Big Idea Club Fall 2021 nominee.



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