

LEADING CHANGE

A two-day program to help you lead change initiatives that succeed

Change is essential to organizational growth and progress. Yet researchers report that over 60 percent of change projects (such as implementing a new strategic plan or enterprise software) fail to achieve intended results.

Through this intensely focused, hands-on program, you'll learn research-based frameworks, models and strategies that will make you become a stronger leader of change within your organization.

The Bottom Line Value to You and Your Organization

You'll learn ideas and techniques you can apply right away, including:

- How to ensure that change projects succeed (and how to apply course learning to a current change project in your organization)
- How to identify common mistakes in order to avoid and anticipate barriers to change
- Understand how to build support for embracing and sustaining change
- Useful strategies to leverage technology for change

"I am absolutely delighted that I chose to attend Leading Change. It has completely changed my focus concerning the character of businesses and the possibilities for change on both the global and individual levels."

"If you want to get a fresh perspective on how to best lead change in your organization—this course is a must! Concepts are taught that you can apply tomorrow."

Your Instructor*

Richard Daft, MBA, PhD

*Brownlee O. Currey, Jr. Professor of Management
Vanderbilt Owen Graduate School of Management*

Professor Daft is among the most published and most frequently cited scholars in the fields of change management, leadership and organizational performance. Along



with developing and managing the Center for Change Leadership, he has published 13 books (and is currently working on two new additions to that list)

and dozens of articles. Daft also has been involved in management development and consulting for organizations ranging from Bridgestone, Bristol-Myers Squibb, Ford Motor Company, Pratt & Whitney, and Nortel to State Farm Insurance, Allstate Insurance, the U.S. Air Force and Bell Canada.

*Program content and faculty subject to change; check website for details.



Leading Change – Sample Program Schedule*

	Day 1	Day 2
AM	<ul style="list-style-type: none"> • Introduction: Change Management Basics • When Change Goes Wrong 	<ul style="list-style-type: none"> • GlobalTech Simulation
PM	<ul style="list-style-type: none"> • How Leaders Drive Change • Whole-System Accelerate Change • Helping Individuals Change • Day 2 Preparation 	<ul style="list-style-type: none"> • Debrief Simulation Results • Change to a High-Performance Culture • Guest Speaker • Feedback & Wrap-up

Classes typically run from 8:30 AM to 4:30 PM (Central). Breaks are scheduled in AM, PM and for lunch. Schedule is subject to change.

Who Should Attend

- C-Suite executives
- Mid-level managers
- Project managers engaged in change initiatives

Cost

\$2,295

Cost includes tuition, instructional materials, continental breakfast and lunch (all days).

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“This program is a high value, high impact reality check that you already are—or need to be—a change agent.”

About Vanderbilt Executive Education

Vanderbilt Executive Education at the Owen Graduate School of Management offers proven and practical programs to help individuals and organizations refresh, engage and strengthen management expertise. Short Programs for individuals are short, highly focused programs in areas of Leadership, Management and Strategy. Custom Programs for organizations are custom-built and are uniquely tailored to help each client tackle a specific organizational need or to achieve its developmental goals for established and emerging leaders.

Conveniently located near downtown Nashville, Vanderbilt Owen Graduate School of Management is ranked as a top institution by *BusinessWeek*, the *Wall Street Journal*, *U.S. News & World Report*, *Financial Times* and *Forbes*.

Visit our website for more information regarding programs and schedules, faculty biographies, online registration and maps and directions.



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