



CHANGE ENTHUSIASM™

CASSANDRA WORTHY

Founder & CEO
Change Enthusiasm® Global
Keynote Speaker
Author & Consultant

Short Bio

Hi! I am Cassandra.

Early on in my career, when my company was in the aftermath of a \$5B acquisition, I almost quit. Fueled by frustration and stress, I found myself on the precipice of walking out of the office and never coming back. Had I done so, I would have become another statistic. Yet another African-American female departed from a STEM-driven industry. Top talent voluntarily resigning during a time of significant organizational shift. Another change victim.

But I didn't.

Instead, I woke up one day and decided to view those feelings as a signal that I was sitting in a moment of opportunity. An opportunity to transform that chemistry, that feeling into something better. To choose every day to do something, say something, behave in some way that would move the needle of my work experience towards a better feeling. I didn't know it at the time, but I was cultivating a teachable strategy to inspire anyone to become enthusiastic about change, to find their unique power of resilience during turbulent times.

Today, I help organizations disrupt 'change as usual'. Through a practical and repeatable framework, I show them how they can transform their culture from *surviving change to growing through change*.

CASSANDRA WORTHY

Long Bio

With contagious energy that radiates throughout every room she steps into, Cassandra Worthy is the world's truly DISRUPTIVE thought-leader on CHANGE that companies need to build organizational resilience and adaptability. During times of major shift such as merger, acquisition, organizational restructuring, new systems integration, and market disruption RARELY do businesses 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 transformation journey is stopped in its tracks. This is where Cassandra steps in. She has created and cultivated the unique strategy of Change Enthusiasm® which is arming individuals around the world with the means to harness the power of emotion, a resource in infinite supply, to embrace and accelerate change and transformation journeys. Cassandra's message nurtures highly resilient and adaptable organizations beginning at the heart of the individual.

Cassandra's client base spans the Fortune 500 and larger all over the world including Procter & Gamble, Allstate, Jones Lang LaSalle, Centene Corporation, ConferenceDirect, and WeWork. Cassandra invigorates and inspires organizations, C-suite executives, and business associations alike going through significant change, disruption, and transformation. Cassandra's customized keynote and workshop programs motivate the workforce to embrace Change Enthusiasm® and subsequently become self-actualized in working towards a change vision. In her leadership-centric presentations, she is not only sharing this unique strategy of Change Enthusiasm® but also 10+ years of M&A experience distilled down into the critical leadership traits required to lead with exception during high-stress times of change and transformation.

Why Cassandra Worthy?

Unparalleled Energy:

Cassandra lights up any room she walks into. She has an inexplicable radiance that captivates and mesmerizes any and every audience. Known for this energy and presence, she is often a top-rated conference presenter.

Corporate Savvy + Engineering Mindset:

As a chemical engineer having worked nearly two decades in the CPG industry, Cassandra speaks the language of your audience. Leveraging her pragmatic, engineering mindset she has created a way to talk about how to harness the emotions of change in a practical, non-WOO-WOO, actionable way.

Relatable Messaging:

In Change Enthusiasm®, Cassandra is bringing something truly unique and fresh. This strategy is taking the business world by storm, for the first time simplifying how to shift the macroscopic cultural mindset to embrace change through motivating the individual at the microscopic level.

'Perfect-Fit' Customization:

Cassandra works with every client to intimately understand their unique change challenges and tension points to ensure maximum resonance of her message.

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