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CHANGE ENTHUSIASM®

Keynotes & Consulting to ensure your organization has the
mindset, behavior, and tools to grow through change.



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Worthy

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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's Change Enthusiast movement is revolutionary because it takes something subjective and innate – our feelings – and provides a framework to transform these visceral emotions into an objective action plan."

P&G

Daniel Soffin
Innovation Manager, P&G

It's time to Disrupt 'Change as Usual'

Here's what **typical change** looks like:



**Your leaders
are **obsessing****

over conflicting communication,
digital and organizational
strategies to implement
change.

+



**Your people
are **inundated****

with unclear direction, and
experiencing fear and anxiety
that get in the way of
implementing change.

=



**This
disconnect**

is the reason why 70%
of change programs fail.¹

It's Time for a New Blueprint

Cassandra gives your people the framework to transform their fear of change into
fuel for personal and organizational growth

¹Source: <https://www.mckinsey.com/featured-insights/leadership/changing-change-management>

Cassandra brings 15 years of real-world M&A experience

distilled into *instantly-applicable mindset, behavior, and tools* to help your people:

- Harness the power of emotion to create buy-in for successful change.
- Transform change-stalling emotions into change-accelerating actions.
- Build a lasting mindset, resources and resilience for profitable growth through ongoing change.

Disrupt 'Change as Usual'

Transform Your Culture from *Surviving Change* to *Growing Through Change*

STEP 1

Recognize Your Change Signals

The Change Enthusiasm Mindset at a glance:



During change, your people are inundated with high-priority messages from leaders. These messages may be conflicting, and require compliance without clarity. As a result, your people experience fear, anger, anxiety, and grief. Recognizing these emotions as *'change signals'*

STEP 2

See Change As An Opportunity



Change creates an infinite supply of emotions. The Change Enthusiast language, mindset, and tools empower your people to *'develop a conscious mindset of opportunity'*. They are now able to transform their change-stalling emotions into change-accelerating behaviors.

STEP 3

Choose Your Better



Change is constant. When people intentionally shift how they feel, see and act during change events, they *'uncover a unique signature of resilience'* during turbulent times. As a result, they are able to transform the tension of change into growth opportunities for themselves and their organization.

Virtual Solutions

Customized virtual keynotes, workshops, and e-learning resources to help your organization grow through change.



Which Option Will Drive The

Best Results For Your Organization?

Option 1



Keynotes



15 years of real-world M&A experience distilled into a gameplan to thrive (not just survive) change. Available in live-stream or customized pre-recorded formats.

Option 2



Leadership Workshops



Virtual workshops that give your organization a lasting mindset, resources, and resilience for profitable growth through change.

Option 3



Resilience Training



eLearning to embed Change Enthusiasm in your organizational DNA, nurturing resident Change Enthusiasts® to ensure lasting resilience and results.



Keynotes

15 years of real-world M&A experience distilled into instantly-applicable mindset, behavior, and tools to grow through change.

Master the Chemistry of Change

Uncover Your Inner Change Enthusiast®

The Change Enthusiasm® strategy presented in this keynote empowers the audience to self-assess their change emotions and redirect anxiety and fears into moments of opportunity.

This program is perfect for leaders and teams:

- Embarking upon or going through significant change or disruption such as merger, acquisition, or restructure.
- Constantly challenged and stressed by having to grow the business with less time, fewer resources.
- Dealing with the complexity and frustrations of changing the way they work through digital transformation, new software integration, and/or new business practices.

The audience will leave with:

- An inspired perspective that managing and championing significant shift is entirely possible and even enjoyable.
- Steps to cultivate a growth mindset to thrive in the face of stressful and frustrating change.
- The education, energy, and motivation to take the first step to be becoming a Change Enthusiast.



C.H.A.N.G.E. Traits®

The critical skills required for effective and inspired leadership through change

This keynote distills down 15 years of Cassandra's Corporate M&A experience into the critical skills that will empower leaders to create and sustain growth through change.

This program is perfect for:

- Executives and leaders responsible for inspiring and empowering their teams and organizations through change.
- Change management professionals responsible for leading change effectively and successfully throughout their respective organizations.
- Human Resources and organizational leaders responsible for building workforce resilience, productivity, and engagement through change.

The audience will leave with:

- A new perspective on Change Enthusiasm Global's skills required to effectively lead through change.
- A practical framework to quantify your strengths and areas of growth when addressing, working and leading through change.
- An instantly-applicable action plan that empowers them to improve critical leadership behaviors to effectively lead change movements.



Engineering a Resilient and Inclusive Culture

Practical Tools to Nurture High-Level Workforce and Customer Engagement

The keynote addresses how to instill a mindset of resilience into the very core your cultural fabric and how to leverage inclusion as a tool to win with your employees, shareholders, customers, and clients.

The program is perfect for Executives and Leaders:

- Responsible for creating and nurturing a diverse and inclusive culture with equal access to the resources and tools for individual career success
- Going through significant industry, market, or business disruption while charged to deliver breakthrough profitability and business growth
- Seeking to embody and inspire resiliency throughout their teams and organizations

The audience will leave with:

- A resilience mindset that will enable growth through any change, transformation, or disruption
- A practical application to leverage inclusion as a tool for success with their teams, customers, and shareholders
- Inspired perspective why inclusion is everyone's responsibility

Consulting

Customized consulting, training and workshops that give your organization a lasting mindset, resources and resilience for profitable growth through change.

STEP ONE

Introduce

High-Impact Keynotes & thought leadership forums

Introduce the unique growth mindset of **Change Enthusiasm®** to your organization through high-impact customized keynote and thought leadership forums that serve your change mandate.



STEP TWO

Immerse

Training and Leadership Capability Building

Train the organization on the practical application of the **Change Enthusiasm®** mindset and our trademarked Change Leader & Influencer attributes, or **C.H.A.N.G.E. Traits®**.



STEP THREE

Integrate

Resident Change Enthusiast Certification and Resilience Tracking

Certify your Change Leaders in facilitating **Change Enthusiasm®** training and quantify & track your Change Growth through annual surveys benchmarked against your historical data and national averages.





START YOUR
CHANGE
READINESS MOVEMENT

PARTNER WITH CASSANDRA.