

# LEADING BOLD CHANGE

CHANGING AND SUCCEEDING UNDER ANY CONDITION



**HURRY**  
LIMITED PLACES  
**100 ONLY**  
PER VENUE  
**BOOK NOW!**

Endorsed by and based on Prof. John Kotter's -  
8 steps of Leading Change



## OBJECTIVES

- Builds organisational capability for Leading Change
- Gives people, at all levels, critical leadership skills needed to help their organisations
- Accelerates specific change objectives in any major organisational change
- Brings to life world renowned principles examined by Prof John Kotter including Leading Change and Our Iceberg is Melting

## TOUR DATES

**MELBOURNE** **12TH MAY 2010**  
*(1 Day Program) - Melbourne Convention and Exhibition Centre*

**BRISBANE** **17TH MAY 2010**  
*(1 Day Program) - Hillstone St Lucia*

**SYDNEY** **18TH MAY 2010**  
*(1 Day Program) - AMP Building*

**CANBERRA** **19TH MAY 2010**  
*(1 Day Program) - Canberra Southern Cross Club Woden*

**TRAIN THE TRAINER** **20TH MAY 2010**  
*Canberra Southern Cross Club Woden  
Only 20 Places - Must also attend 1 day program*



**BOOK: TEL: 1300 309 039 / [globalachieverscompany.com](http://globalachieverscompany.com)**

## LEADING BOLD CHANGE...

is an interactive workshop experience that teaches leaders at all levels to drive change through the practical application of 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 PENGUIN EXPERIENCE...

John Kotter's fable Our Iceberg is Melting is an international phenomenon based on his 8 steps of change.

- Builds organisational capacity for successfully embracing change in an increasingly uncertain world.
- Gives people, at all levels, the critical leadership skills needed to help their organisations win – by identifying and doing what needs to be done.
- Accelerates specific change objectives in any major organisational initiative such as innovation, strategy implementation, service improvement, process re-engineering, culture development, etc.
- Brings to life the world-renowned principles examined in John Kotter's seminal book Leading Change as well as the award winning creativity of current international bestseller Our Iceberg is Melting: Changing and Succeeding Under Any Conditions.



## AUDIENCE GOAL

**Individuals** who may or may not have a specific change goal but who nonetheless should be counted on to take action when they see things that need to be done

**Teams** with specific change goals that are responsible for implementing part of a change effort

**Increase level of change readiness.** Choose at least one goal during the workshop for which they will create a structured Individual Action Plan to guide their efforts

**Accelerate achievement of change goals** – and will leave with a structured Team Action Plan

## PROGRAM DEVELOPMENT

For decades Professor Kotter refused to create any training courses because he had "seen too much training that makes too little difference." To create a training program that was worthy of representing his ideas, John was adamant that it not be created in isolation. He insisted it be driven by customer demand and tested to ensure it actually helps people and organisations take their change efforts closer to reality. In addition to Becton Dickinson, another Fortune 500 company with global operations (Black and Decker) was brought in to help develop and test the program concepts. Black and Decker tested the program at the executive level with 130 members of its Global Operations Team, and internationally with audiences that included management, first line supervisors, and front line employees. It was further tested with sales and marketing groups, in the factory and with corporate administrative groups.

## PROCESS

Participants work in teams and learn the eight step change model backwards and forwards. Teams create presentations that show the links between the steps and illustrate with examples.

The process starts with pre-work. This includes reading the book and completing an online assignment that forces participants to consider a real change effort they can or will be involved in. The importance of this step cannot be overstated.

The workshop experience involves individual reflection, group processing, and individual and team-based decision-making. Because of the strong impact of visual stimuli in helping the brain to process and remember concepts and ideas, graphic representations are emphasised both in classroom décor, and while envisioning the change effort.

Next, participants view a macro-level exploration of change and how it affects their organisation. From this vantage point, the need to embrace and lead change is reinforced. Finally, macrolevel changes are seen to contribute to "fissures" that indicate a need for change at all levels within the organisation. With a need for change at all levels, the context is set for developing leaders at all levels.

Interestingly, most participants agree that the Antarctic penguins from the story tend to have many similarities to human beings in their own organisations – especially as it relates to their reaction to change. The workshop leverages the iceberg metaphor when needed to help participants get past frequently uncomfortable issues.



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## PROGRAM SYNOPSIS

In the story of Our Iceberg is Melting there is Fred. Fred is a mid-level penguin who makes a rather unnerving discovery; the iceberg that his colony of penguins refers to as home appears to be melting! Given the reception other penguins received in the past when they suggested a need for change, Fred is tempted to ignore his discovery and just go about his business. [Sound familiar?] But luckily for the colony, Fred decides to take action. After a series of encounters and meetings with penguins of all types, a decision is made, and some teams are formed with the task of addressing the problem...

This story nicely describes the two key issues that face organisations that intend to survive and thrive:

1. First, how do we get folks (like Fred) who see things that need to be done – to show initiative, step up and take action?
2. Second, once specific change initiatives are determined, how do we give our teams the insights, tools, and plans they need to be successful?

## TWO TARGETED AUDIENCES

Our first goal was to create a program that was versatile enough to accommodate two different types of audiences:

1. Individuals with or without a defined responsibility for a specific change; and
2. Teams that are going to be responsible for implementing a specific initiative. Further, we needed to create an approach flexible enough to accommodate both audiences being in the same workshop.

## OUTCOMES FOR PROGRAM PARTICIPANTS

- Leave with a thorough understanding of the characteristics of leading successful change efforts
- Understand the importance of having leaders at all levels – that identify things that need to change (get done) and take action
- Understand the forces that affect successful change; both positively and negatively
- Assess the current state of the organisation's own efforts to effectively deal with and embrace change
- Identify (at least) one thing that needs to be changed that is within the influence of each individual or team
- Create a visual map of the current state of their organisation within the context of changes that affect it
- Complete a gap assessment to identify where change readiness gaps are, where to place emphasis, to effectively lead and implement change
- Work individually, or in teams, to complete an action plan that guides decision making, provides a record of their intentions and structures their actions back on the job
- Learn from and provide insights to other participants in the workshop

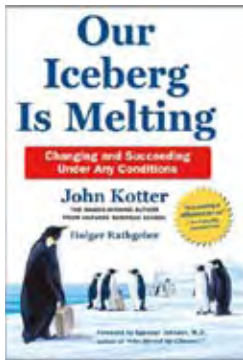


## RECENT INTERNATIONAL CLIENTS FOR LEADING BOLD CHANGE



- AON Corp
- AT&T
- Black & Decker
- Chrysler
- Citigroup
- Kaiser Permanente
- Mastercard Worldwide
- Pink Elephant
- Pricewaterhouse Coopers
- Procter & Gamble
- Society for Human Resources (USA)
- UAB
- Zad Group





## OUR ICEBERG IS MELTING: CHANGING AND SUCCEEDING UNDER ANY CONDITIONS

### NEW YORK TIMES BESTSELLER....

By John Kotter & Holger Rathgeber

RRP: \$32.95

Our Iceberg is Melting is a simple fable with profound lessons for working and living in an ever changing world. The story is about a penguin colony in Antarctica. A group of emperor penguins live as they have for many years. Then one curious bird discovers a potentially devastating problem threatening their home – and pretty much no one listens to him.

Join the Leading Bold Change Movement and follow our activities of on



The characters in the story, Fred, Alice, Louis, Buddy, the Professor, and NoNo, are like people we recognise – even ourselves. Their story is one of resistance to change and heroic action, confusion and insight, seemingly intractable obstacles and the most clever tactics for dealing with those obstacles. It's a story that is occurring in different forms all around us today – but the penguins handle the very real challenges a great deal better than most of us.

The lessons you can draw from this short and easy-to-read book will serve you well on the job, in your family, and in your community. Based on John Kotter's pioneering work on how to make smart change happen faster and better, the book provides invaluable guidance no matter if you live at the top of an organisation or the bottom. And the lessons are becoming ever more important as the world around us changes faster and faster and faster.

For more information about the book or training programs based on the book please visit [www.globalachieverscompany.com](http://www.globalachieverscompany.com) or call 1300 309 039 or +61 8 8272 9854

## EXTENDED PROGRAM - TRAIN THE TRAINER (ONLY 20 PLACES) 20TH MAY 2010 – CANBERRA

Want to become an expert trainer within your organisation? Only 20 places are available to in-house trainers for this years Train the Trainer program. Please Note Your Organisation must commit to training a minimum of 50 people (minimum cost for material is \$200USD per person ex-gst).\*

Leading Bold Change takes a fun and fresh attitude to John Kotter's best selling book and translates it into a powerful tool for creating organisational transformations. Train the trainers must participate in one of the public programs prior to this workshop (included in price). Book early to avoid disappointment.

### WHY COME TO THIS EVENT?

1. Learn to create "Leaders at all Levels!" The success of businesses today is characterised by leaders at all levels who take action when they see something that needs to be done.
2. Getting Things Done! ...Through others at all levels who seize opportunities and take initiative
3. Instill a profound sense of change readiness and agility within your organisation
4. Learn to apply John Kotter's 8-Step Process for successful change in your organisation
5. Interact with other change leaders from around the world

**LIMITED SEATING. BOOKINGS REQUIRED ASAP!**

### HERE IS WHAT YOU'LL DO DURING THIS WORKSHOP

- Learn the subtle intricacies of leading bold change
- Learn how to raise the level of importance of your needed change so that it gets enough attention
- Create elements of a vision of what would happen if the change is achieved
- Identify others whose skills, attitudes, reputations and support you need to get buy-in
- Identify additional forces that will increase or decrease the likelihood of being able to achieve this change
- Discover additional changes that need to occur as a result of making the first change or to support it
- Identify NoNo (negative) behaviour across the organisation and take steps to eliminate it
- Assess your current state and identify gaps that need attention in order to make the change a reality
- Create a Team or Individual Action Plan that will keep you focused on how to achieve this change

### HERE IS WHAT YOU'LL BE ABLE TO DO AFTER THIS WORKSHOP

1. Create a Sense of Urgency around needed changes
2. Identify team member traits and characteristics needed to assemble Leadership Teams capable of guiding change efforts effectively
3. Create a vision of the future that is compelling and helps people focus on the benefits of change
4. Develop communications plans and key messages that generate buy-in to your vision of the change
5. Identify and remove obstacles that prevent people from taking action
6. Create and celebrate consistent small wins to sustain momentum for change
7. Know when it's time to push harder for more change
8. Develop strategies for instilling a new culture based upon new ways of doing things
9. Instill and develop leadership for change amongst others on your team and across the organisation
10. Facilitate workshops with others to accelerate current change initiatives and develop a change-ready organisation

The cost is \$2,200 for the two-day workshop, training in the concepts, and materials license to help you energise others in your organisation

## THE TRAINERS

### Greg Kaiser

Greg Kaiser is a world leading trainer, facilitator and organisational consultant on leadership and change. During his illustrious career Greg has worked with many of the world's thought leaders including Ken Blanchard where he was instrumental in growing the organisation from \$10 - \$40 USD million. He also co-founded eCorporation; a leading internet business incubator, Travelago LLC., the largest video destination guide on the internet and Rovion, Inc., www.rovion.com an award winning, rich media technology company.

Today, Greg is a founding principal of ISB Global where he serves as President and Chief Business Development Officer. ISB Global is a leading provider of speakers, entertainment, thought-leaders, executive education events, branded training offerings to organisations worldwide and developer of specialised training programs featuring the works of best-selling authors.

As a workshop facilitator and consultant, Greg leverages his extensive operations experience combined with long term training and product development relationships with the world's premier thought leaders, to work with executive teams and facilitating work groups to produce meaningful change and tangible results.

Greg is a master certified Trainer of Leading Bold Change and has been implementing the program within US Based Fortune 500 companies and US Government Agencies.

### Paul Rigby

Paul Rigby is Vice President for International Operations at iSB Worldwide and a certified master consultant for Leading Bold Change™ based upon the works of Harvard Professor, John Kotter.

A regular keynote presenter at global industry conferences, Paul passionately delivers Leading Bold Change to large corporate and government organisations globally.

Paul's proven ability to conduct business on a global stage gives him the experience to successfully assist organisations of any size or scale to successfully reach their business objectives. Paul's easy going demeanor combined with years of practical line business experience make him a valued consultant partner to all of his clients.

Today, Paul leads the international efforts of iSB Worldwide facilitating client engagements, coaching iSB business partners and overseeing its global distribution network on behalf of numerous bestselling authors.



## THE AUTHOR

### Prof John Kotter (Please Note: John Kotter will not be in attendance)

Harvard Business School Professor John Kotter is widely regarded as the world's foremost authority on leadership and change. His is the premier voice on how the best organisations actually "do" change.

In his newest work, A Sense of Urgency, Kotter shows what a true sense of urgency in an organisation really is, why it is becoming an exceptionally important asset, and how it can be created and sustained within organisations.

John Kotter's international bestseller Leading Change—which outlined an actionable, eight-step process for implementing successful transformations—has become the change bible for managers around the world. Our Iceberg Is Melting, the New York Times bestseller, puts the eight-step process within an allegory, making it accessible to the broad range of people needed to effect major organisational transformations. In October 2001, Business Week magazine rated Kotter the #1 "leadership guru" in America based on a survey they conducted of 504 enterprises. His books are in the top 1% of sales from Amazon.com.

Professor Kotter writes and talks to groups with one and only one goal: to motivate action that gets better results.

Dr. Kotter is a graduate of MIT and Harvard. He joined the Harvard Business School faculty in 1972. In 1980, at the age of 33, he was given tenure and a full professorship.

## TESTIMONIALS

The operating team for the Minute Maid Business Unit (Coca Cola Nth America) were delighted to facilitate a Leading Bold Change program for our division president and his team. We benefited as a team to go through the training together, to learn the 8 steps, and to better understand our team dynamics

**Christine A. Mei**

Coca Cola Company  
Director, Strategic Planning

Overall, we are extremely pleased with the results. I have personally applied Prof. Kotter's principles and change steps in my work. It is refreshing to hear my colleagues also applying them!

**Karen Baularger**

Manager, Human Resources  
Ameren Illinois Utilities

Congratulations on a great workshop. The success of the hospital since we first met you, was a result of us applying John Kotter's principles. So thank you for spreading the word from those leading experts and helping Egypt take it's worthy place on the world stage

**Patricia Pruden**

National Cancer Institute  
Cairo, Egypt

The Leading Bold Change Program results are building our capability and capacity for organisational change so we can now change quickly and successfully

**Malia D. Lowe PhD**

Snr Organisational Effectiveness  
Consultant  
Raytheon Company

# Registration Form

Global Achievers Company ABN 571 240 53 050



**WEB:** www.globalachieverscompany.com  
**FAX:** 08 8271 7625  
**POST:** Global Achievers Company Pty Ltd - PO Box 197, Daw Park SA 5041, Australia  
**WEB:** www.globalachieverscompany.com  
**EMAIL:** events@globalachieverscompany.com  
**TEL:** 08 8272 9854 or 1300 309 039

## Leading Bold Change

**Yes! Please register me for - Leading Bold Change:**

### Registration Details

Mr/Mrs/Ms/Dr \_\_\_\_\_ First Name \_\_\_\_\_ Surname \_\_\_\_\_  
 Position \_\_\_\_\_  
 Organisation \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email\* \_\_\_\_\_

*\*Required for confirmation details*

### Additional Registrations (for multiple registrations, please copy)

Participant 2	Participant 3	Participant 4
Title _____	Title _____	Title _____
First Name _____	First Name _____	First Name _____
Surname _____	Surname _____	Surname _____
Organisation _____	Organisation _____	Organisation _____
Position _____	Position _____	Position _____
Telephone _____	Telephone _____	Telephone _____
Fax _____	Fax _____	Fax _____
Email* _____	Email* _____	Email* _____

### One Day Seminars \$895

*please tick*

- Melbourne - 12th May 2010**  
 **Brisbane - 17th May 2010**  
 **Sydney - 18th May 2010**  
 **Canberra - 19th May 2010**

#### **Train the Trainer 20th May 2010**

Canberra Southern Cross Club Woden - Only 20 places - \$2,200  
(Please also tick a one day session below)

- Melbourne**  
 **Brisbane**  
 **Sydney**  
 **Canberra**

**Please Note:** All attendees must read Our Iceberg is Melting and complete online pre-work. Total cost: \$2,200



### Book - Our Iceberg is Melting

#### Purchase Our Iceberg is Melting

Number copies \_\_\_\_\_ @ \$32.95ea plus delivery \$8.00

If ordering multiple copies contact Global Achievers for a delivery price

### Payment Details

- Please invoice me  
 Please find cheques made payable to: "Global Achievers Company Pty Ltd" ABN: 571 240 53 050  
 Please charge the following credit card (1.65% surcharge on Visa/Mastercard or 2.83% surcharge on Amex/Diners)  
 Visa  Amex  Mastercard  Diners

CARD NUMBER                      CVV code: \_\_\_\_\_

CARD HOLDERS NAME \_\_\_\_\_ EXPIRY DATE \_\_\_\_/\_\_\_\_/\_\_\_\_

#### SIGNATURE

**Event Terms & Conditions:** Payment must be received within 7 days of the Tax Invoice date. Content and order of published program may change. Recording of Presentation: This presentation can not be recorded or photographed by any means without strict authorisation from the promoter. Global Achievers Company Pty Ltd takes no responsibility for changes in timetable, presenters or the event being rescheduled or canceled.  
**Privacy Clause:** In registering for this event relevant details are made available to Global Achievers Company & Assured Events Pty Ltd  
 I do not wish to receive information about future seminars including email transmission. An unsubscribe button will be automatic on any future email correspondence. **Cancellation Policy:** Cancellations must be received IN WRITING via email to events@globalachieverscompany.com. If you are unable to attend, your registration is transferable. Prior to 15 January 2010, a refund less \$150 handling fee. From 16 January 2010 onwards, no refund, but substitute welcome. All telephone, email, fax and online bookings are subject to the FULL cancellation policy. A cooling off period of 48 hours from time of booking applies up until a week prior to the event. Subject to the above conditions a delegate must pay whether they attend or not. Failure to pay does not eliminate the cancellation policy.