

You Know Your IQ, But What's Your CQ<sup>®</sup>?  
*Develop Change Intelligence<sup>®</sup>  
to Lead Organizational Change*

# WELCOME!



**Barbara A.  
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- **Principal & Founder,  
Change Catalysts, LLC**
- **Author of *Change Intelligence:  
Use the Power of CQ  
to Lead Change that Sticks***
- **Creator of the CQ System for  
Developing Change Intelligence  
and the CQ Certification Program  
(ACMP, ATD, HRCI, ICF, PMI & SHRM approved!)**





## The “Promise” of Change Intelligence

- Explore your own Change Leader Style, including strengths, blind spots, and targeted developmental tactics
- Discover how to lead change by engaging stakeholders, building collaborative teams and facilitating projects that get results
- Emerge as more competent and confident – and less stressed and frustrated – leaders of change

Lead Self - Lead Others - Lead Teams - Lead Change



## Sound Familiar?

*Which changes are you experiencing?*

1. A merger, acquisition, or reorganization?
2. Changes to work processes, practices, or policies?
3. A new technology implementation?
4. Entering new markets or new product/service launches?
5. Significant personnel changes such as executive transition or shifting workplace demographics?

***And, are the changes you're dealing with increasing, decreasing, or remaining about the same – in terms of pace, scope, and complexity?***



## When Change Doesn't Stick – Scary Stats

**70% of changes fail!**

*Results: Lost Investment, Customer Dissatisfaction,  
Employee Cynicism, Eroded Trust*

***While most leaders today are highly experienced with change,  
they are far less experienced with change done right!***



## What We Thought Then.....

*According to repeated nationwide surveys,*

# More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!

You'll enjoy Camels for the same reason so many doctors enjoy them. Camels have taste, good mildness, pack after pack, and a flavor unmatched by any other cigarette. Make this simple test: Smoke only Camels for 30 days and see how well Camels please your taste. How well they suit your throat as you steadily smoke. You'll see how enjoyable a cigarette can be!


THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



*For 30 days, test Camels in your "T-Zone" (T for Throat, T for Taste).*

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## Success Factors

What are the reasons for ***your*** success as a change leader?

**Technical abilities and IQ are the baseline**  
**Behaviors and EQ/CQ add the significant value**

***“The hard stuff is easy,  
the soft stuff is hard!”***



What's CQ<sup>®</sup> (Change Intelligence<sup>®</sup>)?

*CQ<sup>®</sup> (or Change Intelligence<sup>®</sup>) is the awareness of one's own Change Leader Style, and the ability to adapt one's style to be optimally effective in leading change across a variety of people and situations*



# The Heart, Head, and Hands of CQ

**Engage  
the HEART**  
*“People”*



**Enlighten  
the HEAD**  
*“Purpose”*



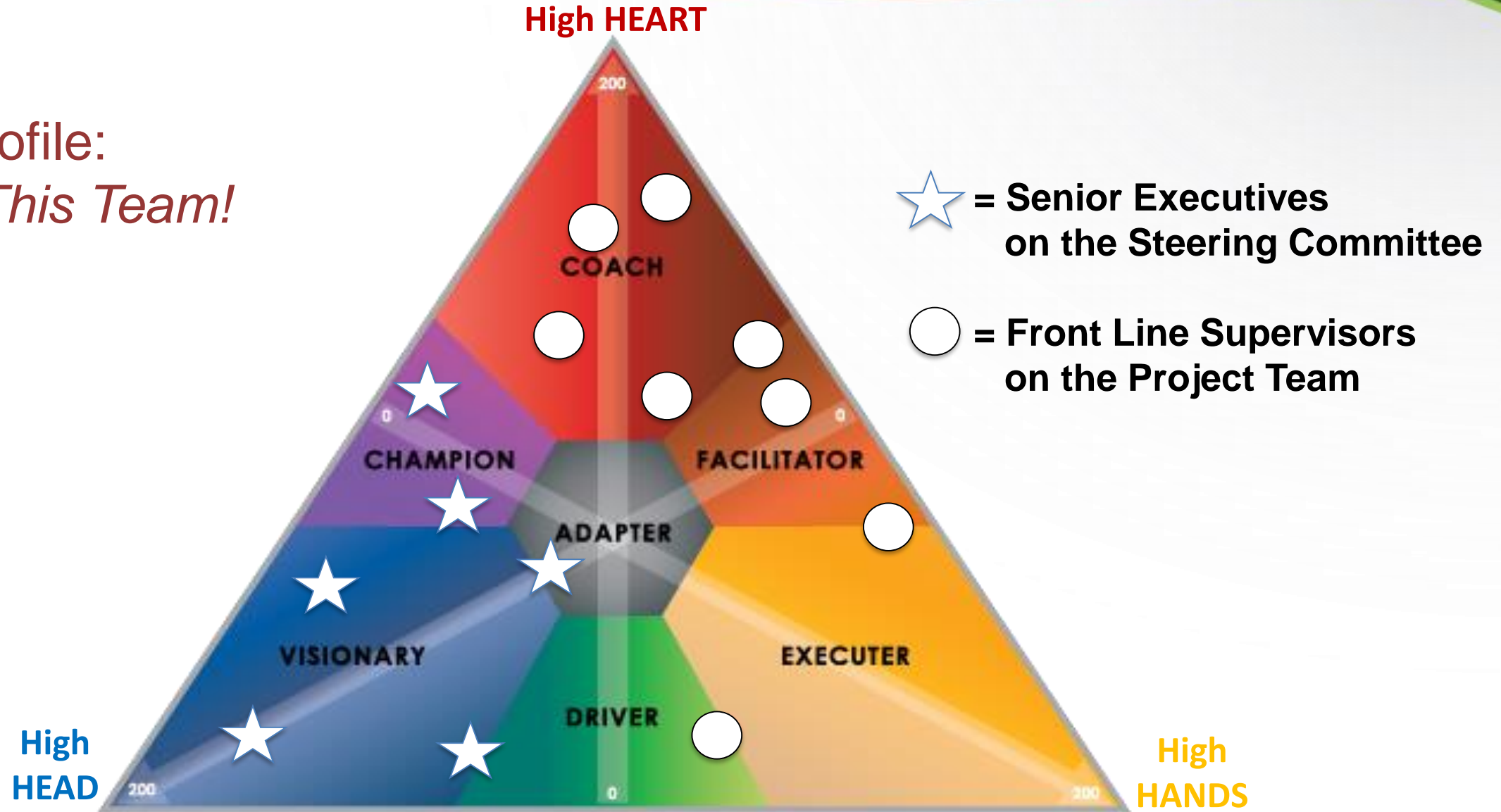
**Equip  
the HANDS**  
*“Process”*



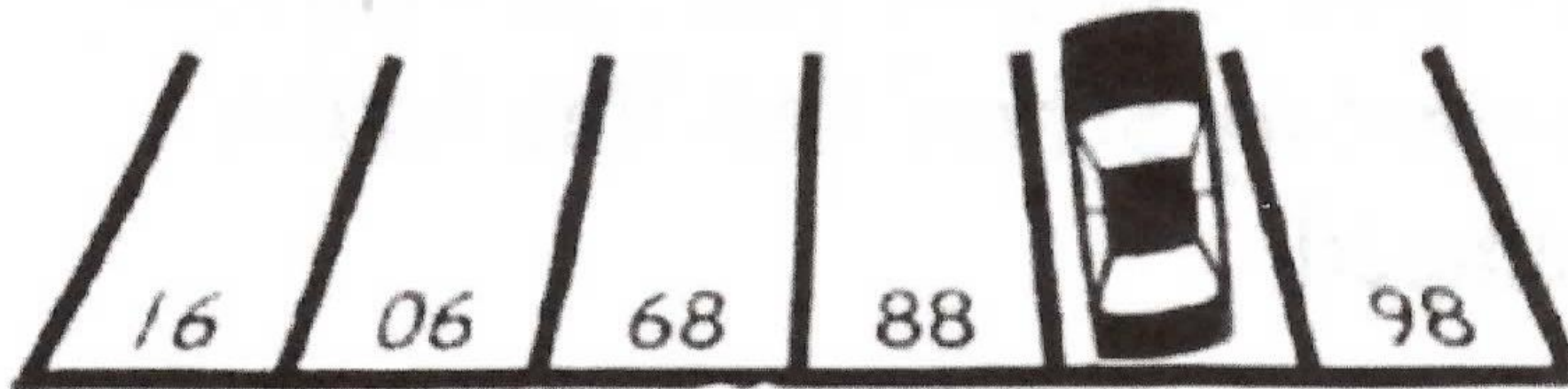
## The CQ Model: Change Leader Styles



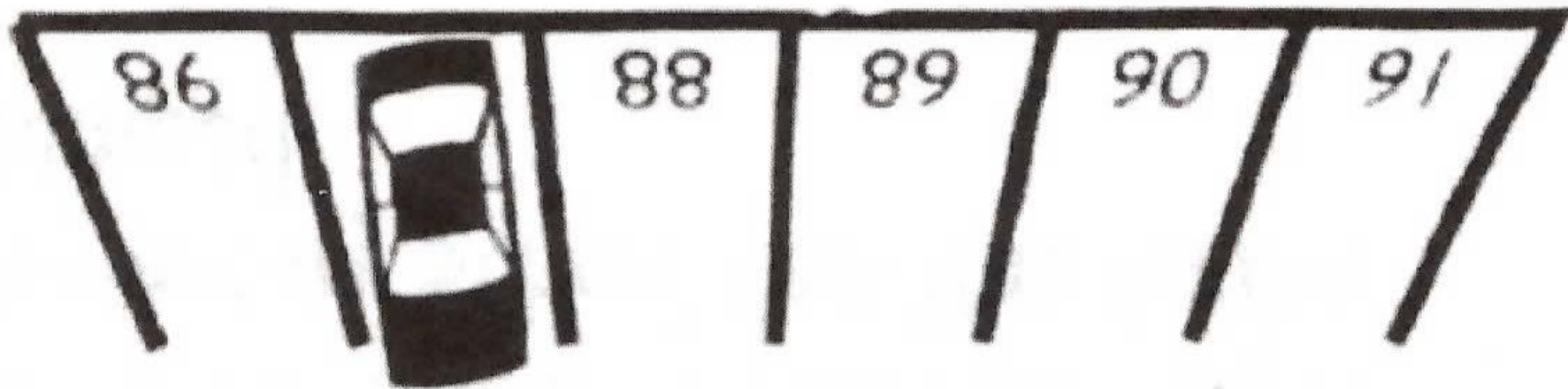
## CQ Profile: *Help This Team!*



What parking spot # is the car parked in?

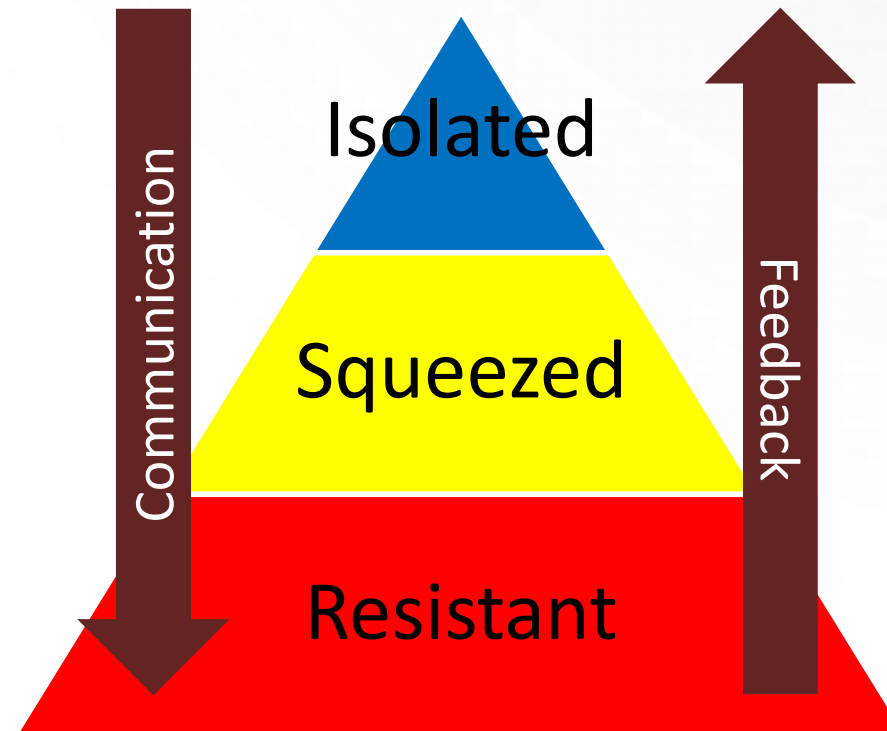
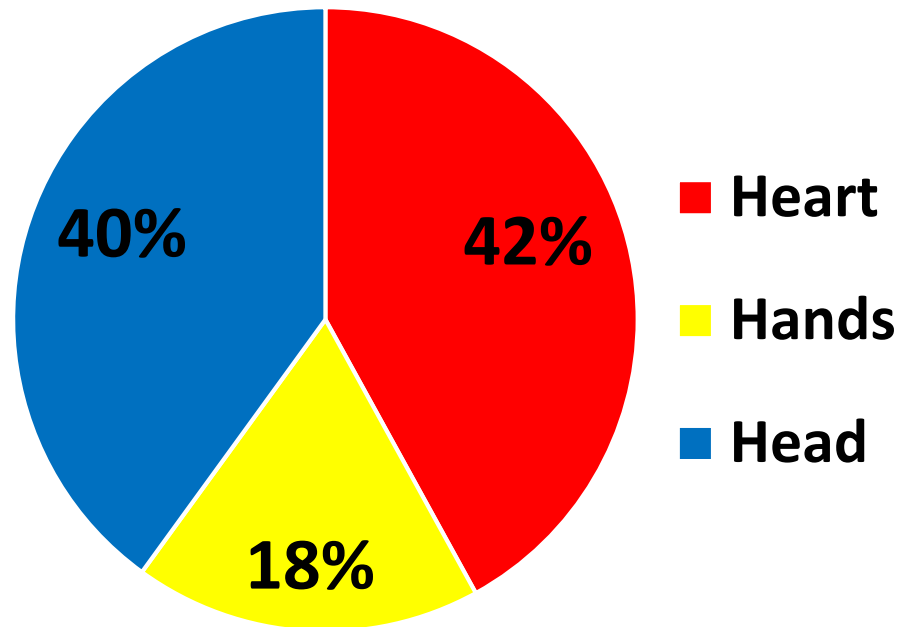


To Overcome Resistance – And Lead Change:  
**CHANGE YOUR PERSPECTIVE!!!**

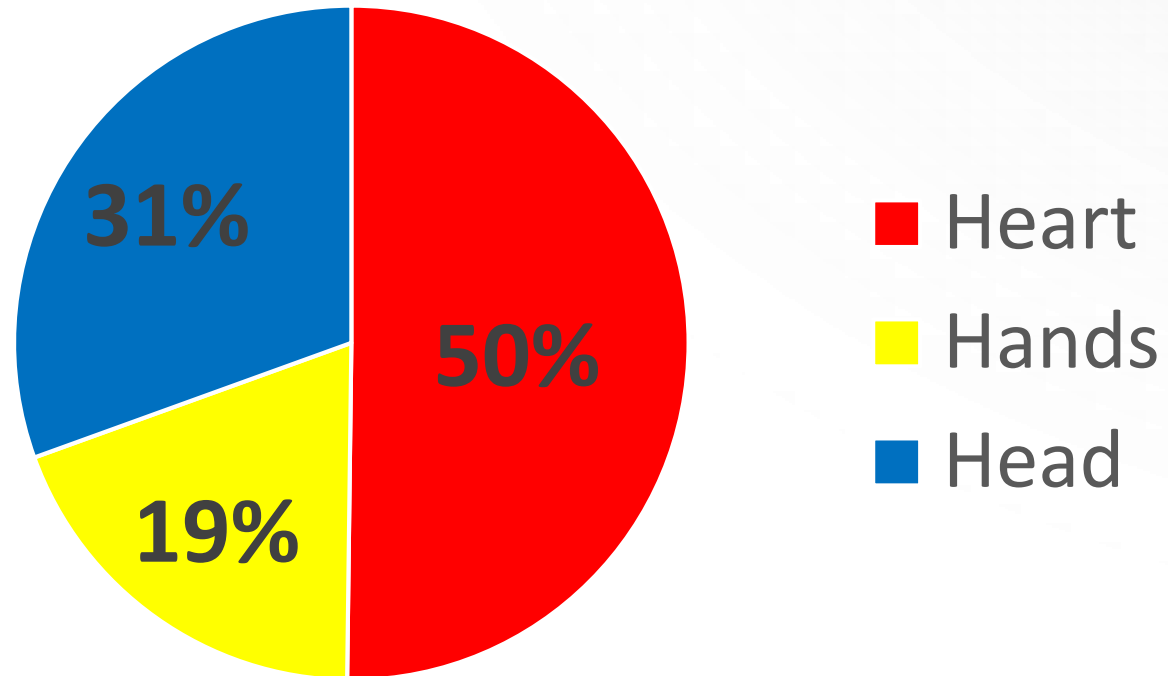




## CQ Research Results: Change Challenges – And Opportunities



## Talent Development Professionals: Our CQ!





## Learning to Change – *Ask Yourself.....*

<i>Cope With Change</i>	<i>Manage Change</i>	<i>Lead Change</i>
<p>We train people to:</p> <ul style="list-style-type: none"><li>✓ Deal with the stress of the changes they are facing</li><li>✓ Adopt a positive mindset and attitude toward change</li><li>✓ Build personal resilience</li></ul>	<p>We teach people about:</p> <ul style="list-style-type: none"><li>✓ Change management models and methods</li><li>✓ Change management processes and tools</li><li>✓ How people react to change and how to overcome resistance in others</li></ul>	<p>We mentor leaders:</p> <ul style="list-style-type: none"><li>✓ About their styles of leading change and how to make a meaningful impact NOW</li><li>✓ How to foster partnerships and build change teams</li><li>✓ How to become change agents savvy in coaching and mentoring fellow leaders</li></ul>



## Talent Development: Your Influence Matters!

70% Major Changes Fail

50% Leaders Able to Drive Change

90% Weak Leadership Pipelines =  
Critical Business Challenge

*What's Missing?*

**CHANGE  
LEADERSHIP  
CAPABILITY!**



## CQ: Filling a Gap

*How is the CQ System for Developing Change Intelligent Leaders and Organizations different?*

- ✓ Focuses on people – not “just” process
- ✓ Focuses on leaders – not “just” targets
- ✓ Focuses on change leadership – not “just” change management

***If you are looking for "a new way" to get results,  
CQ is the tool for you!***

*Change Intelligence equips leaders with strategies and tools  
that go beyond information to insight;  
that are immediately accessible, applicable, and actionable on the job;  
and that can be used with the change agents you coach,  
teams you facilitate, and organizations you lead*



# CQ for YOU

## *What Leaders Can Do to Engage for Change*

### **Engage the HEART**



- What's in it for me?
- What's in it for us?
- Deal with my fears!
- Encourage my hopes!

### **Enlighten the HEAD**



- What is the change?
- Why are we doing it?
- How will it help my team's objectives?
- The organization's goals?

### **Equip the HANDS**



- Give me the tools!
- Give me the training!
- Give me the coaching!
- Get rid of the barriers!

We've Got the POWER!!!



# Awareness to Adaptation to Action



# More CQ Opportunities for You!

**THANK YOU**

**Contact Me!**

**Phone: 847-571-4387**

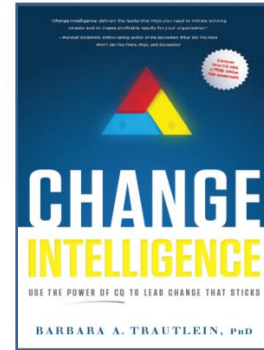
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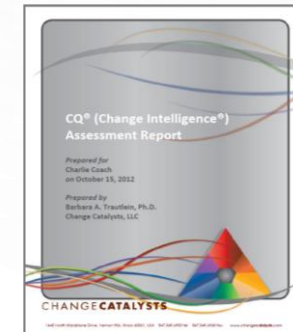
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**Change Intelligence  
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(2 FREE chapters!)**

**CQ Assessment  
(FREE in book!)**



**CQ Webinars, Workshops  
and Certification  
(earn PDUs/CEUs!)**