



CASSANDRA WORTHY

CHANGE ENTHUSIASM: EXPLORING CRITICAL SKILLS FOR INSPIRED LEADERSHIP THROUGH CHANGE

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Growth is the result of change. And it's in the process of that change that instability often resides, instability that can stall or thwart the desired change or growth. That instability is created through behavior. People choose how they will behave based on their beliefs. In times of high-stress change, those beliefs are often fueled by the most important tool of successful change adoption: emotion!

During times of major shift such as a merger, acquisition, organizational restructure, new system integration, and/or market disruption RARELY do organizations 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 transformational journey is stopped in its tracks.

So, for your organization, team, and/or you to be successful during times of change and disruption what must occur? You must embrace the power to become a *Change Enthusiast*. A *Change Enthusiast* (noun) is: 1) one who is inspired to grow by harnessing the power of emotion; 2) one who trusts the fear, anxiety, frustration, anger, and/or grief that change brings to be signals directing them to their greatest growth opportunities; 3) one who practices *Change Enthusiasm*.

Beyond the practical application of becoming a *Change Enthusiast*, you will be introduced and armed with *Change Enthusiasm Global's* research-backed C.H.A.N.G.E. Traits® to assist you to avoid common pitfalls in leading and influencing through change. Whether you are facing a self, team, and/or organizational change, this program will help you to embrace and accelerate change and the transformational journey.

This program will help leaders:

- Establish a growth mindset to view change as something that happens *for* you vs. *to* you.
- Understand a practical framework, C.H.A.N.G.E. Traits®, to quantify your strengths and areas of growth when addressing, working, and leading through change.
- Develop an action plan that empowers you to effectively lead change movements.

Competencies Addressed: Action Oriented, Being Resilient, Drives Engagement, Organizational Savvy, Situational Adaptability

CASSANDRA WORTHY

With contagious energy that radiates every room she steps into, Cassandra Worthy is the world's truly DISRUPTIVE thought-leader on CHANGE that organizations need to build resilience and adaptability. After spending nearly 15 years as an executive at Procter & Gamble and Berkshire Hathaway thriving through some of the biggest acquisitions ever recorded in the consumer packaged goods industry, she has cultivated the mindset and tools she used to grow through these disruptions in a way that inspires and invigorates others through their change challenges. She has shared this revolutionary approach with thousands around the world through her firm, *Change Enthusiasm Global*, for not only embracing change, but using it to propel leaders to heights they never imagined possible. Her clients span the Fortune 500 including: Google, Bank of America, Johnson & Johnson, Clorox, Gartner, and T-Mobile. Cassandra is the author of *Change Enthusiasm: How to Harness the Power of Emotion for Leadership and Success*.



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