



# 5 Forces of Change

Achieve Successful Change, Naturally

Leaders engaging people  
positively with change



People adapting to change



Agile organisations  
achieving the  
benefits of change



It's no surprise when people avoid or oppose change.



But what if leaders could turn the situation on its head by working with the grain human nature rather than against it?

Too often, organisations fail to achieve a return on investment in change. At the heart of the matter is the effect it has on people; the very things that drive them to excel are deeply threatened. The good news is that by working with the grain of human nature organisations can adapt quickly to the needs of a rapidly transforming world.

## 1. Leading Change (half-day workshop)

### How does it work?

Leaders who understand how people tick can get them working with change rather than against it. This fresh way of thinking turns change on its head.

Instead of focusing on “overcoming resistance”, you find out how to work with human nature to engage people positively with change.

You learn why change fails and, more importantly, what you can do to ensure that people remain certain, purposeful, in control, connected and successful during times of change. As a result, they work to make it happen rather than suffering through it.

### What are the benefits?

Simply put, the course equips you with a straightforward practical framework, and a set of tools and techniques that help you deliver a substantial return on investment in change.

You discover the natural feelings and responses that people experience during change - The 5 Forces of Change - such as negativity arising from losing a sense of control. You then learn the leadership principles and behaviours required to work with the grain of human nature to get people working with you to accelerate change and make it stick.

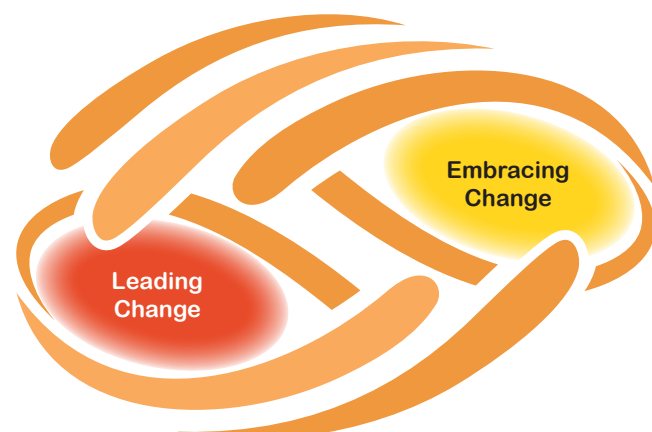
### What happens?

- Short bursts of theory and case examples delivered using exciting multi-media
- Engaging activities and business simulations allowing people to learn together drawing on their own work experiences
- Practice using tools and techniques for leading successful change
- Capturing of personal action plans for improving leadership of change
- Run by external experts or trained internal facilitators or in a self driven mode

Participants can then go on to run 'Embracing Change' with their teams to achieve the double benefit of effective leaders working with receptive people.

### Who should attend?

Any manager / leader tasked with initiating or implementing change.





What if people going through change could take control of their reactions and adapt faster?

What would this be worth to your organisation?



## 2. Embracing Change (Half-day self-driven workshop)

### How does it work?

The prospect of change can be daunting. People feel uncertain, lack direction, lose their sense of control and fear failure.

'Embracing Change' is a highly innovative workshop that enables people to become more adaptable by taking control of change at work and in their lives outside of work.

It helps them avoid knee-jerk reactions and to step back to make rational choices about how to respond. It equips them with simple techniques for working positively with change, and insight into how this will benefit them as well as their organisation.

### What are the benefits?

Following The 5 Forces of Change framework, people learn how to enhance feelings of certainty, stay focused on long-term objectives, feel more in control, break emotional attachments, and reduce their concerns about failure.

As a result, there is less frustration with change and a greater drive to make it happen, leading to a greater return on investment in new initiatives. Also, as this workshop is largely self driven, a manager can easily run it for their team, helping them to pull together to deliver change.

### What happens?

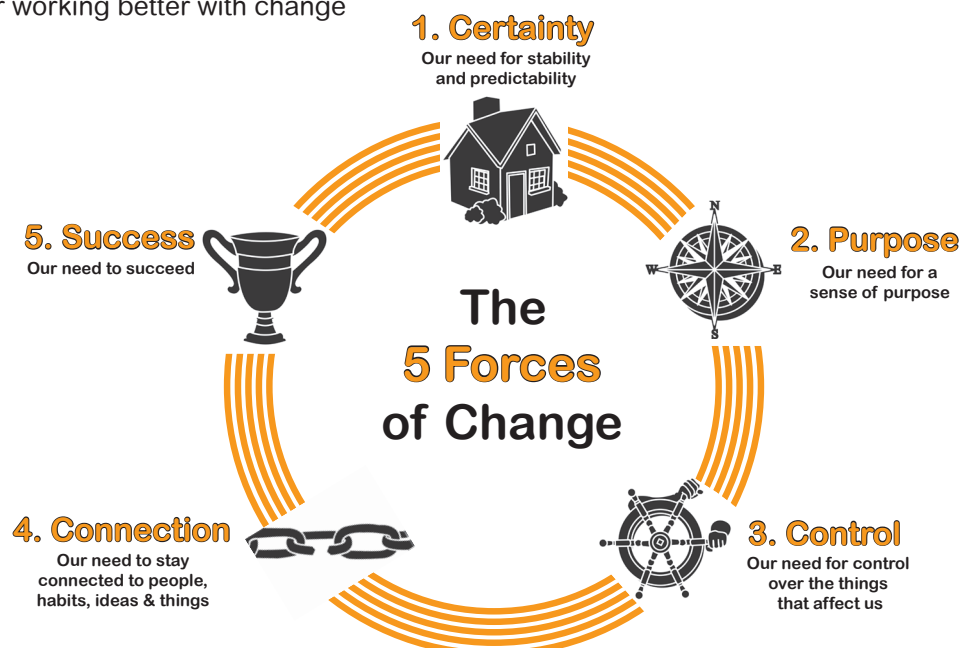
- A self-driven ½ day workshop (no external facilitator required) - putting you in control
- Short bursts of theory and case examples delivered via DVD
- Engaging activities and business simulations allowing people to learn together drawing on their own work experiences
- Practice using tools and techniques for working positively with change
- Creation of personal action plans for working better with change

### Why is it cost effective?

This workshop is designed to largely run itself. We provide you with all you need to make it happen. A manager can easily run it for their own team.

### Who should attend?

People affected by change.



## Who are we?

The 5 Forces of Change is a company of successful change practitioners dedicated to taking the pain out of change, enabling organisations to innovate and adapt successfully.

The organisation is led by Anthony Greenfield, author of The 5 Forces of Change.



"The Embracing Change self-driven workshop worked extremely well. People really appreciated learning how to respond positively to change. They also had fun with the activities and felt the pace and variety of learning formats kept up the level of interest. We will be using it throughout Northern Trust."  
- Lin Harrington, Vice President, Learning & Development, EMEA, The Northern Trust Company.

"Thank you for the excellent change workshop. What people appreciated most was that it was practical with lots of tools to take away"  
- Inspector Shaun Bradbury, Merseyside Police, TRUE Project Academies.

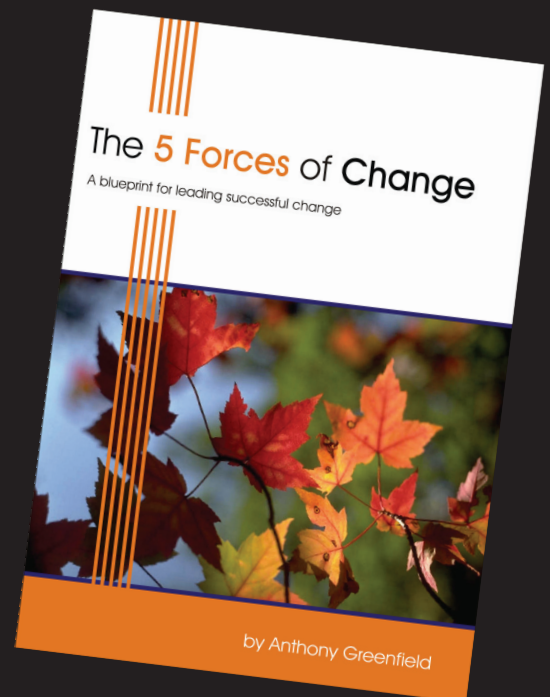
"Very good - lots of knowledge and examples - made total sense. Will be a great help in our process of change."  
- Ben Brits, CCS

"Definitely informative, practical and helpful. Strongly recommended"  
- Amit Shah, Saatchi Financial Planning

"Thank you for your valuable contributions to the Making Change Happen module! The 5 Forces of Change were an important element of the entire learning experience."  
- Prof. Erik H. Schlie, Associate Dean of MBA Programs, IE Business School, (Madrid, Spain).

Available at bookstores, including Amazon.

"...It is a master-class on the competencies required to achieve effective organisational change...This work provides an outstanding guide to managers charged with securing organisational change in today's volatile business environment."  
- Professional Manager Magazine review of The 5 Forces of Change



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