



Gaining the Advantage in a Highly Competitive Environment

Strategic Initiatives...

Change CatalystSM is a groundbreaking, customized, step-by-step process that builds leader capability in change and ensures alignment, readiness, execution and sustainability. Leaders and internal change agents are equipped with proven tools for creating shared ownership of change – resulting in the leader and their employees adapting rapidly with courage and confidence.

Leader-led Change is The Key to Flawless Strategic Execution

As the leader of your organization's strategic initiatives you must generate significant value as a way to gain a competitive advantage. Your executives approve the business case. A Sponsor is named. The firm's best and brightest are charged with designing a solution which will then be deployed across a broader population. Your people are looking to you for direction, strength and guidance.

The initial work is exciting. Executives care about what's happening, and people pay attention. At some point, reality sets in and challenges arise. Stakeholders who initially bought in don't seem to be fully on board any longer. People don't seem to be embracing change, even though there is a clear mandate to proceed. These challenges are normal and can be overcome. After all, the initiative must work; you've made the commitment and the organization is counting on the ROI.

Keeping Your Initiatives Moving Forward

CLG helps ensure you are equipped with the behavioral knowledge and tools to lead successful change initiatives. You will be equipped to -

- Identify and answer the 7 critical questions that will prepare you to successfully lead change
- Advise Sponsors and Project Leaders about how to navigate through predictable change management situations throughout the project
- Coach Sponsors and Senior Leaders about how they can continue to support the initiative, even when their time and attention is being pulled toward the next decision that needs to be made
- Equip Project Teams to surface good news and not-so-good news early enough to escalate and solve problems in a timely and positive way
- Assess the organization's readiness to change
- Assess leaders' readiness to lead change
- Analyze the behavioral change risks and offer strategies for ensuring critical behavior changes happen
- Advise leaders on how to address the systems, processes, and leadership changes required to sustain change over the long-term

Examples of Strategic Initiatives include:

- Implementing new technology
- Improving key processes
- Building new businesses
- Deploying a new scorecard
- Outsourcing specific responsibilities

How We'll Work Together

CLG works very closely with your organization to learn your business, understand your strengths and challenges while transforming your company into the organization it needs to be to grow and prosper in these changing times. Change CatalystSM

will help your leaders bring about true behavioral change with a detailed plan to truly transform your organization. This simple, step-by-step scientifically proven process works no matter what the issue.



What Change CatalystSM Can Do For You

CLG's Change CatalystSM puts the power of strategic initiative change in your hands. It is specifically designed to enable executive sponsors, steering teams, programs management personnel, design teams and line managers to successfully design and deploy lasting organizational change by applying a common process, proven tools and advanced leadership skills.

Learn More About Us

For more information, visit our website at www.clg.com, or call 412.269.7240, ext. 2038.

Our Investment in You

We would like to offer you a free 1/2 day session to explore the change issues you face, provide a diagnosis of the impact of the changes and provide you with a few practical change tools that you can apply.