



Transformational Change...

# Evolving the Organization into What it Needs to Be

*Change Catalyst<sup>SM</sup> 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.*

## Developing a New Culture for Success

When markets shift, organizations reinvent themselves. You've probably expressed frustration that even though the world has changed, your organization doesn't change fast enough.

Because you're the organization's leader, you have to define a new future in the midst of fast-changing and uncertain conditions. A multi-year transformation agenda is developed and sweeping changes to your strategy, structure, process, roles, metrics, and people systems will occur. Multiple initiatives will need to be launched. Your people will be asked to work across boundaries and respond to the external environment like never before and people will be expected to think and act differently. Culture change is essential and driven by you, and your ability to lead the transformation of your organization.

## Changing Behavior Brings True Organizational Transformation

CLG provides the tools to help you bring clarity and confidence to lead the organization from where it is to where it needs to be. At the heart of the matter is changing those behaviors that will create true organizational transformation. And, of course, ensuring those behavior changes become the new way of doing business with specific help to ensure you succeed. We'll help -

- Equip leaders to communicate the case for change with urgency and meaning
- Analyze and pinpoint the most critical behaviors senior leaders must demonstrate to create urgency, visibility, and momentum for the change
- Show leaders how to create meaningful behavior change within the first six months of launching an organizational transformation – not the traditional 12-18 months others require
- Assess the impact critical functions will experience when multiple changes are introduced in parallel and facilitate choices about how to scope and sequence change
- Identify the cultural and systemic barriers and enablers to change
- Advise leaders on how to address the potential barriers and the systems, processes, and leadership changes required to sustain change over the long-term

## Examples of Transformational Change include:

- Transforming from a product-centric to customer-centric organization
- Reinventing the organization as a result of regulation or de-regulation
- Transforming a global function into a strategic business partner

## 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 Catalyst<sup>SM</sup>

will help your leaders bring about true cultural 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 Catalyst<sup>SM</sup> Can Do For You

CLG's Change Catalyst<sup>SM</sup> puts the power of transformational 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 skill set.

## Learn More About Us

For more information, visit our website at [www.clg.com](http://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.