

# beyond **CHANGE** accelerating **TRANSFORMATION**



## Change is certain. Buy-in isn't.

Creating buy-in is difficult work. Organizations that are good at change and transformation are able to quickly align people around new ways of doing things in response to opportunities or threats. Those who master it build resilience and an enduring competitive advantage.

### About the program

Excel's **Beyond Change: Accelerating Transformation** program grounds leaders in the fundamentals of effective change and transformation, equipping them with the insights and tools to garner committed action. Based on a proven four-step framework- Envision, Engage, Equip and Execute- the program sets leaders up to generate commitment and overcome obstacles to lead others successfully through change and transformation.

### The future is uncertain

Change can be small and simple, or it can be large and complex. It typically involves moving into an uncertain, unknown future. Transformation requires breakthrough change that involves fundamental shifts in thinking and action. Our transition to working from home during the global pandemic is an example of change. A company deciding to permanently implement a fully virtual working model is transformation.

### The four-phase journey

Each phase of the change process requires a different focus and a corresponding set of tools to overcome the challenges and leverage the unique opportunities. Beginning with blueprints in the Envision phase to action plans in the final Execute phase, Beyond Change equips change leaders with an array of tools designed to accelerate change and transformation

### Program objectives

Excel's Beyond Change program equips leaders with the critical insights, skills, and tools to successfully lead others through the four phases of change. During the learning journey, participants will:

- Build a blueprint for change that clarifies the change journey, including desired future state and the key actions required for success
- Utilize an approach grounded in how people process change to garner committed action and build momentum
- Explore barriers to change and utilize tools to overcome them
- Embed new norms and ways of working into the culture to reinforce the change
- Implement strategies to build the personal resilience essential for sustained success through the change journey

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## Program delivery options

Delivered in a one-day face-to-face format, or virtually via a series of four, 90-minute workshops, participants engage in a highly interactive, hands-on experience that turns theory into application, and energy into momentum. Participants leave with practical tools they can immediately apply in real-time to their change and transformation initiatives.

### Module one: Envision - *Scope the change*

Successful change and transformation begins with a clear and compelling picture of the future.

### Module two: Engage – *Gain commitment*

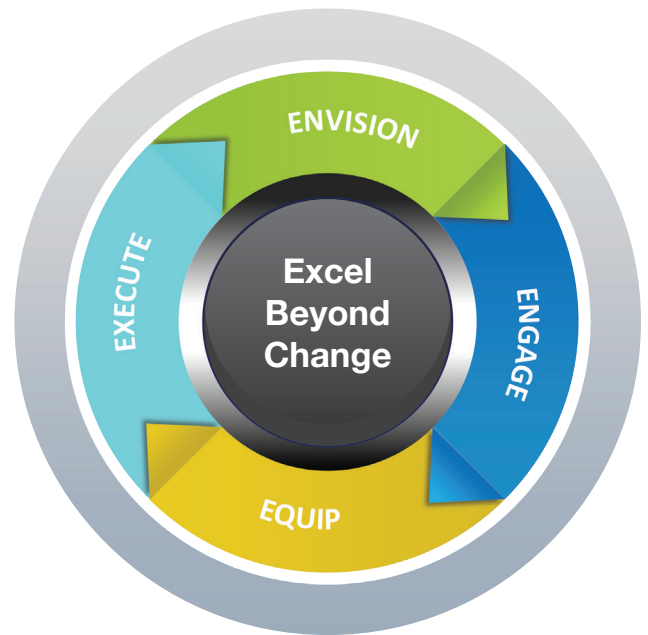
Meaningful change and transformation only happens when people are fully engaged and committed to success.

### Module three: Equip – *Build capability*

To successfully navigate change and transformation, people must have the right mindset, skills, and tools.

### Module four: Execute – *Drive Adoption*

Embedding the change into the culture ensures new habits are cultivated and behaviors become engrained.



**“It is not the strongest of the species that survives, nor the most intelligent. It is the one most adaptable to change”**

*- Charles Darwin*

### Core program elements

- The 4E Model for Beyond Change: Envision, Engage, Equip, and Execute
- Leadership “Blueprint for Change”
- Building the Case for Change
- Common Reactions to Change and Overcoming Resistance
- Identifying and building Stakeholder Commitment
- Effective Coaching and Conversation
- Focusing on Key Objectives and Tactics
- Creating Sustainable Momentum
- Building Resiliency

## About Excel Leadership Group

For more than 20 years, Excel Leadership Group associates have worked as mentors, coaches and consultants to some of the world’s leading organizations to provide a powerful combination of immersive learning experiences, leadership programs and executive coaching to accelerate their personal and professional development. Having worked with over 200 organizations around the globe, we partner with clients to create development solutions that unlock human potential to build competitive advantage.

Learn more at [excelleadershipgroup.com](http://excelleadershipgroup.com) or contact us to discuss your specific organizational change and leadership development needs.