

About Us

Change can be exhilarating—and overwhelming.

We know that in order to create lasting change, it takes a clear vision, empowered people, and an actionable plan. At Change Catalysts, we have a passion for the work we do and a commitment to the clients we serve.

Our highly experienced team at Change Catalysts has the business and people savvy to:

Guide clients through critical change processes such as:

leadership alignment

stakeholder engagement

organizational impact assessment

and communications planning

Lead change initiatives, partnering with clients ranging from:

steel mills to sales teams

refineries to retail outlets

healthcare to high tech

Participate on the start-up of:

new chemical processing facilities

new information and manufacturing technologies

transforming business units in ways that meet business objectives

Our style is warm, yet direct—engaging the minds and hearts of those we serve. We communicate openly and honestly, and operate with a deep sense of sincerity, caring, and integrity. We are lifelong learners, who take our own continued professional development seriously. We make it a priority to give back through active participation in industry forums, speaking at conferences, and publishing our innovative approaches and tools.



About Barbara A. Trautlein, Ph.D.

Barbara is principal and founder of Change Catalysts, the author of the book *Change Intelligence: Use the Power of CQ to Lead Change that Sticks* and the originator of the CQ®/Change Intelligence® System. She has over twenty years experience empowering people to achieve transformational professional and personal goals.

During her career she has conducted workshops for thousands of participants, coached many dozens of people from CEOs to union workers, and facilitated over a dozen mission-critical multi-year change management initiatives—achieving bottom-line business and powerful personal results for clients. She is gifted at sharing strategies and tactics that are accessible, actionable, and immediately applicable.

In addition to her “hands on” work with clients, she is a recognized expert, author and researcher on leadership and change management best practices. It is this blend of research and real-world expertise that has made her an in-demand speaker and presenter at conferences in North America, South America, Asia, and Africa. Barbara holds a Ph.D. in Organizational Psychology from the University of Michigan.

Contact Barbara directly at btrautlein@change Catalysts.com.