



## The CQ/Change Intelligence Certification Process® *Catalyze Powerful Change in Your Organization, Team, and Career*

Effectively managing change is critical to career success, not to mention the health of your entire organization. As a leader, you may have asked yourself:

- What if you could dramatically increase the probability that your change initiatives will succeed, that your people will buy-into changes, and that your organization will obtain a return-on-investment?
- What if you could teach yourself, your team members, or your clients to become better change agents?
- What if you could stop struggling with the rotating “Program of the Month”, and see the changes your team needs to make to survive and thrive actually take root?

Now you have an opportunity for you to get certified in a powerful new system that will enable you to boost your own Change Intelligence as well as the CQ of those you lead, coach, and support!

If you are looking for "a new way" to get results, CQ is the tool for you!

### What is the CQ/Change Intelligence Certification Process?

*CQ Certification equips participants with strategies and tools that go beyond information to insight; that are immediately accessible, applicable, and actionable on the job; and that can be used with the change agents you coach, teams you facilitate, and organizations you lead.*

Your CQ Certification Process includes:

1. The 250-page book *Change Intelligence: Use the Power of CQ to Lead Change that Sticks*
2. The online CQ/Change Intelligence Assessment and report customized for you
3. A CQ Toolkit complete with reproducible action planning, coaching, training, and meeting facilitation materials
4. A live, highly interactive learning experienced facilitated by Dr. Barbara Trautlein, creator of the CQ System, delivered either through a 2.5 day in-person workshop OR a series of seven, 90-minute online webinars accompanied by self-study modules

**YOU MAY BE ABLE TO OBTAIN PDUUs/CONTINUING EDUCATION CREDITS FOR CQ CERTIFICATION!**

### The CQ Certification Program is ideally suited for:

- **Leaders at any level** who want to manage change with more competence and confidence, and less stress and frustration
- **Project, program, and portfolio managers** charged with leading change teams toward successful and sustainable results
- **Change management professionals, and consultants** who want to bolster their capacity to lead organizations through mission-critical transformations
- **Trainers and coaches** seeking a new, leading edge tool for their leadership development and change management tool kit

*Contact us at [info@changecatalysts.com](mailto:info@changecatalysts.com) for more information, including details about certification criteria, available dates, and investment levels.*



What's your  
**CQ**<sup>®</sup>?

*Enhance your career by investing in your development as a Change Leader!  
Build Change Leader capacity at all levels in your organization, and for your clients!*

You've heard of "IQ" - raw "intellectual" intelligence. You've heard of "EQ" - emotional intelligence. But what about "CQ" - change intelligence? Reorganizations, mergers, acquisitions, downsizing, job transitions – the modern workplace is replete with change.

Yet, according to various estimates, as many as 70% or more of change efforts fall short of expectations. With so much experience with change, what have we learned?

*CQ (Change Intelligence) is the awareness of one's own Change Leader Style, and the ability to adapt one's style to be optimally effective in leading change across a variety of situations.*

We each have our own unique Change Leader Style. Powerful Change Leaders "start with the heart," "engage the brain," and "help the hands" move in positive new directions. By building Change Intelligence, Change Leaders (from the C-suite to the front line) are able to overcome what looks like resistance, but is really either confusion over the goal (no "head"), lack of connection to the goal (no "heart"), or lack of tactics and training (no "hands") to partner together to work toward the goal.

*Leaders who get CQ get results.  
Consultants and coaches who get CQ get results  
for their clients, teams, and organizations.*

## Change Catalysts, LLC

*People who Lead. Change that Sticks. Results that Matter.*

We design and deliver customized solutions that catalyze change to produce transformational personal, organizational, and bottom-line business results.

Optimize the return on investment in yourself and your people. **Contact us today.**

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