

The CQ[®] (Change Quotient[®]) System to Develop Change Intelligence[®]

Catalyze Powerful Change in Your Organization, Team, and Career

As a Leader:

- ✓ Is your organization struggling in the current economy, forced to make tough business decisions that are unwanted, undesired, or involuntary?
- ✓ Are you tired of the "Program of the Year" and want to know how to make change stick?
- ✓ Are you frustrated in your inability to overcome resistance to new ways of working?

What is CQ[®]?

CQ[®] (Change Quotient[®]) 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 people and situations

If YES, CQ[®] is the Tool for You!

The Heart, Head, and Hands of CQ – Your Heartset, Mindset and Skillset as a Change Leader

We each have our own unique Change Leader Style. Powerful Change Leaders

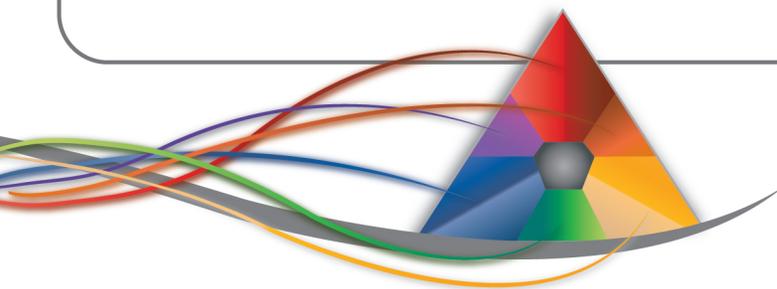
"start with the heart," "engage the brain," and "help the hands" move in positive new directions.

	Leading Change from the Heart	Leading Change from the Head	Leading Change from the Hands
Change Leader Style Defined	Engaging, Caring, People-Oriented Change Leader	Strategic, Futuristic, Purpose-Oriented Change Leader	Efficient, Tactical, Process-Oriented Change Leader
Strengths	Motivating and supportive coach	Inspirational and big picture visionary	Planful and systematic executor
Developmental Opportunities	May neglect to revisit overall change goals and may not devote attention to the specific tactics of the change process	May "leave others behind" wanting to move sooner than people are ready and may lack detailed planning and follow-through	May lose sight of the "big picture" and may devalue team dynamics and the emotions of individuals

By improving their Change Quotient[®], Change Leaders 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 to partner together to work toward the goal (no "Hands"). *Leaders who get CQ[®] get results.*

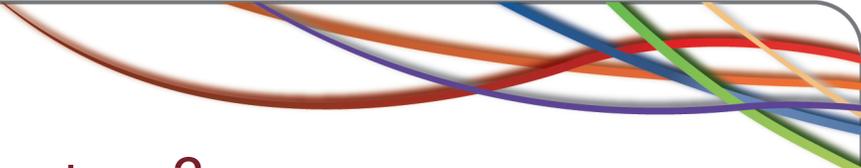
Who should participate?

- ✓ Leaders at any level who want to manage change with more competence and confidence as well as less stress and frustration
- ✓ Project teams charged with leading change initiatives
- ✓ Leadership teams executing mission-critical transformations in their organizations



CHANGE CATALYSTS

1445 Maidstone Drive, Vernon Hills, Illinois 60061, USA
847.549.6950 | www.changecatalysts.com



What is the CQ[®] System?

Learning tools that go beyond information to insight, and are immediately accessible, applicable, and actionable on the job:

1. **CQ[®] Assessment** – diagnose your Change Leader Style
2. **CQ[®] Certification** – develop your effectiveness as a Change Leader
3. **CQ[®] Bootcamp** – facilitate your team to lead powerful change together
4. **CQ[®] Consulting** – achieve transformational results through strategic mentorship

What's Your CQ[®] (Change Quotient[®])?

Enhance your career by investing in your development as a Change Leader!
Build Change Leader capacity at all levels in your organization!

You've heard of "IQ" - raw "intellectual" intelligence. You've heard of "EQ" - emotional intelligence. But what about "CQ[®]" - change quotient[®]? 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?

What are the critical aspects of CQ[®] - and what's your Change Quotient[®] – to catalyze positive, powerful change?

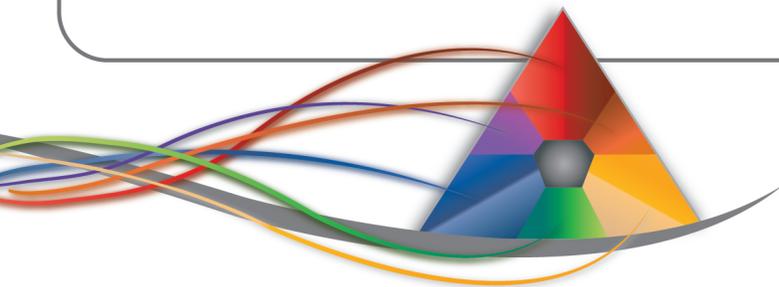
Based on decades of partnering with clients to lead organizational, team, and personal transformations, years of conducting global research on managing change, and deep study into the theory of change, we are now launching our innovative, proprietary CQ[®] System for developing Change Intelligence[®].

At Change Catalysts we are highly regarded for our ability to “make it real in the field,” partnering with clients ranging from steel mills to sales teams, refineries to retail outlets, and healthcare to high tech to lead mission-critical change projects. And as scientist-practitioners, our change methodologies are grounded in insights derived from leading-edge neuroscience as well as voices from our original research database spanning from America to Australia, Canada to the Congo, and Italy to India.

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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