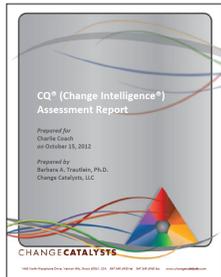


The Change Intelligence®/ CQ® Assessment



What is CQ®?

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, change is challenging, and so many change efforts either fail outright, or fall short of expectations. With so much experience with change, what have we learned?

If you are looking for "a new way" to get results, CQ® is the tool for you! Change Intelligence® equips leaders 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.

Why the CQ® Assessment?

Methods to "manage change" are baseline competencies. Truly effective change agents LEAD change.

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.

The Change Intelligence® / CQ® Assessment is...

The only tool available in the marketplace to help people diagnose and develop their ability to lead change. For executive coaches and learning/development professionals, the CQ® Assessment is an excellent complement to other inventories when used in the context of coaching and/or training leaders.

How is the CQ® Assessment different?

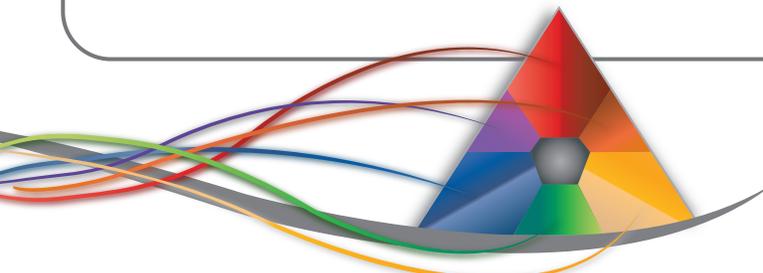
How does the CQ® Assessment relate to other leadership inventories, such as the MBTI or DiSC? The CQ® Assessment laser focuses on change leadership capacity, as opposed to general leadership skills, work styles, or life orientations.

Focuses on people – not "just" the process of change

The CQ® Assessment

Focuses on leaders – not "just" the targets who are impacted by the change

Focuses on change leadership – not "just" change management



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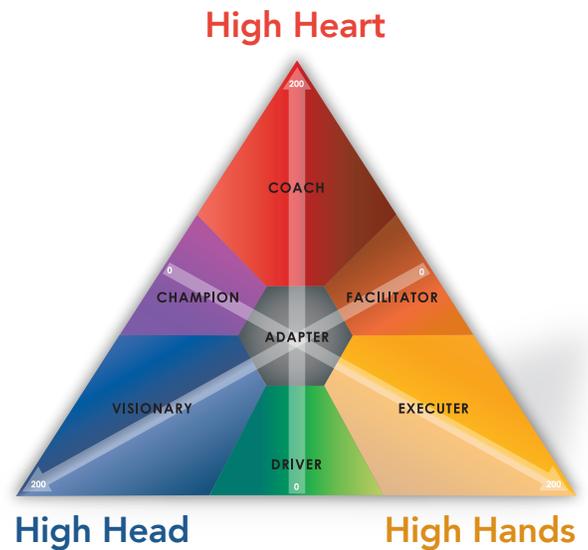
The CQ[®] Model and Seven Change Leader Styles

The CQ[®] Assessment can be used:
To increase one's own competence and confidence as a change leader

To coach individuals to hone their capacity to lead change

To launch new change teams, to turn-around struggling teams and to foster even more effective teams at the executive, project, and front line levels

To build collective Change Intelligence[®] across an enterprise



How does the CQ[®] Assessment work?

The CQ[®] Assessment is administered online. It consists of twenty questions and takes about fifteen minutes to complete. The CQ[®] Assessment results in a customized report of one's Change Leader Style, including strengths, blind spots, and targeted developmental opportunities.

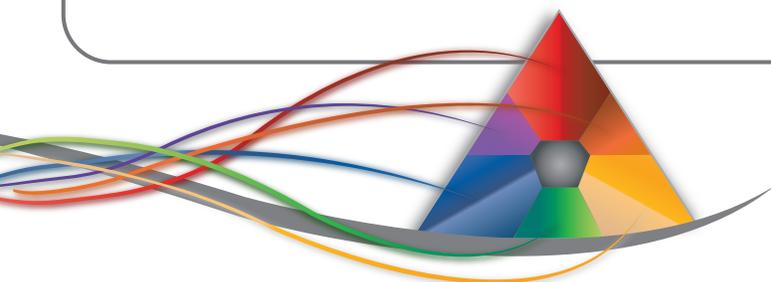
How Can I purchase the CQ[®] Assessment?

A FREE CQ[®] Assessment is available within each print copy of the best-selling book, *Change Intelligence: Use the Power of CQ to Lead Change that Sticks*, available from Amazon and other major booksellers.

Contact info@changecatalysts.com to purchase CQ[®] Assessments as a stand-alone instrument.

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!

Leaders who get CQ[®] get results.
Consultants and coaches who get CQ[®] get results for their clients, teams, and organizations.



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