

# Capitalizing on Change Knowledge Course

## Table of Contents

Course Objectives

Getting Ready To Learn

**Chapter One:**  
Understanding Change Responses

Why Change Is Hard

The Change Cycle

What the Change Cycle Sounds Like

Personal Responses to Change

The Origins Of Change Resistance

Symptoms Of Resistance

**Chapter Two:**  
Leading the Change

Steps For Implementing Change

More Steps for Implementing Change

Develop Commitment To Change

Involvement Generates Buy-In

Understand the Power of Involvement

Eight Reasons Change Efforts Fail

Sources of Complacency

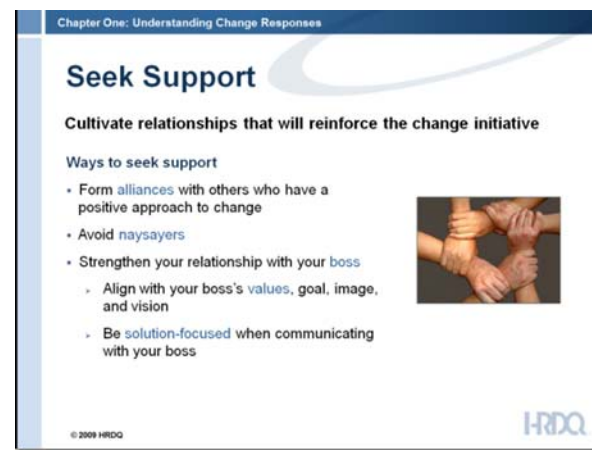
Creating a Sense of Urgency

Roles Of Change Leaders

Characteristics Of Change Leaders

Inspiring A Shared Vision

Generating Quick Wins



ALL TITLES ARE FULLY CUSTOMIZABLE AND CAN BE DISTRIBUTED ON AN UNLIMITED BASIS.

-- Continued --

**Stick With It**

**Chapter Three:  
Communicating and Anchoring Change**

**What To Communicate**

**How To Communicate**

**The Rule Of Seven**

**Make It Two-Way**

**Communicating Reassurance**

**Balancing Security and Significance**

**Aligning Organizational Practices**

**Order Online.  
Call us at 800.257.4916**



# Capitalizing on Change Knowledge Course

## *Table of Contents*

*ALL TITLES ARE FULLY CUSTOMIZABLE AND CAN BE DISTRIBUTED ON AN UNLIMITED BASIS.*