

The Change Factory

In this creative and thought-provoking presentation, Margaret Morgan Maat takes her audience on a virtual tour of a factory that is turning a company's worst nightmare into a CEO's wildest dream -- effective and efficient organizational change. Objectives demonstrated on the tour include:

- Creating an environment that nurtures the optimum amount of Spontaneous Change, innovations that keep a company on the cutting edge without sending it over the edge
- Responding to Forced Change (regulatory requirements or marketplace changes) in ways that mobilize the entire organization to rise up to the challenge
- Using a Tipping Point model to select and implement a viable change strategy
- Using new research about how the human brain works to support individuals in making behavior changes
- Using emotional intelligence to address the resistance people can have to change

Maat, who has over 20 years of experience in working with individuals, teams and organizations to make difficult changes, provides a model for change leadership that draws upon the varied fields of organizational development, social science, neuroscience research, emotional intelligence, and market research. What makes her presentations unique is her ability to synthesize the research and experience into a succinct and practical set of tools that leaders can take back to their organizations and begin to implement immediately.

Attendees will leave with a toolkit of models and methods for addressing the challenge of change within their own organizations, resulting in change projects that cost the company less in time, money, internal conflict and personal stress. Leaders will have a clearer definition of their own role in any change initiative – “if you are a leader, you are in the business of change.”

Margaret Morgan Maat is a co-founder and Managing Partner of Forward Focus, a company dedicated to supporting people and improving performance in the face of relentless and chaotic change. Forward Focus, which was established in 1999, provides coaching, training and change management consulting to leaders of entrepreneurial, cutting edge firms as well as change leaders within traditional organizations.