



connerpartners¹ strategy execution workshops

Methods and Tools for Successful Change Execution

Your Role Demands Results — Enroll Now

March 15-17, 2005
or April 12-14, 2005

Good strategies don't create competitive advantage.

The ability to execute them does.

You will receive

your own copy of both of founder Daryl Conner's books: *Managing at the Speed of Change* and *Leading at the Edge of Chaos*.

Workshop Fees

- One person: \$5,000
- * Two people: \$4,500 each
- * Three people: \$4,000 each
- * Four or more: \$3,500 each

** Discounts apply only for attendees from the same organization. Pricing includes a one-year license to use Conner Partners' tools and diagnostics.*

Workshop Schedule

- Tuesday 8 am-5 pm
- Wednesday 8 am-5 pm
- * Thursday 8 am-4 pm

** Important: Out of town attendees should schedule flights for 6 pm or later on the last day of the workshop.*

Are you involved in one of your company's critical change initiatives? It simply cannot fail. Yet **most** strategic change initiatives **do** fail. How can you ensure that you and your team have the knowledge, methods, and tools you need for successful implementation? Attend Conner Partners' widely acclaimed three-day workshop, **Methods and Tools for Successful Change Execution**.

Sign up now for this highly interactive, hands-on workshop, scheduled for March 15-17 or April 12-14, 2005 in Atlanta, GA. You will explore and practice proven skills for successful change execution, developed over 30 years of experience guiding major transformation initiatives in business and government. Bring your real-life change project issues with you to use as the foundation of the applied learning.

The workshop will help you:

- Learn the difference between **installation** (getting solutions in place) and **realization** (shifting behaviors and building commitment to actually achieve the intended results)
- Practice techniques for clarifying change parameters
- Analyze the barriers to your project's success
- Address risk in your implementation plan

You will walk away with:

- A conceptual foundation in the **critical dynamics of organizational change**
- An understanding of the **change execution principles and techniques** that ensure success
- Ideas for action plans and issue diagnosis for your projects, based on our proven methodology—a basis for next steps once you get back on the job
- A **program manual** with **job aids**
- Optional follow-on coaching and consulting by a Conner Partners consultant
- **A one-year license** to use Conner Partners' powerful tools and diagnostics, included in the price, giving you rare and affordable access to a proven and respected change methodology

To enroll, call Marilyn Draper at 404.564.4831, or e-mail us at workshops@connerpartners.com

Conner Partners™ (formerly ODR®) has helped hundreds of companies and international governing bodies successfully navigate large-scale transformations and strategic initiatives.

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