

## Cassandra Worthy

CEO & Founder, Change Enthusiasm Global

With contagious energy that radiates throughout every room she steps into, Cassandra Worthy is the world's truly DISRUPTIVE thought-leader on CHANGE that companies need to build organizational resilience and adaptability. During times of major shift such as merger, acquisition, organizational restructure, new systems integration, and market disruption RARELY do businesses ever face the tumultuous emotional landscape of the organization head-on. Only 10% of successful change adoption is about know-how...the other 90% is squarely centered on an organization's motivation and willingness to embrace the change. Without addressing the emotions standing in the way of motivation, any transformation journey is stopped in its tracks. This is where Cassandra steps in. She has created and cultivated the unique strategy of Change Enthusiasm® which is arming individuals around the world with the means to harness the power of emotion, a resource in infinite supply, to embrace and accelerate change and transformation journeys. Cassandra's message nurtures highly resilient and adaptable organizations beginning at the heart of the individual.

Cassandra's client base spans the Fortune 500 and larger all over the world including Procter & Gamble, Allstate, Jones Lang LaSalle, Centene Corporation, ConferenceDirect, and WeWork. Cassandra invigorates and inspires organizations, C-suite executives, and business associations alike going through significant change, disruption, and transformation. Cassandra's customized keynote and workshop programs motivate the workforce to embrace Change Enthusiasm® and subsequently become self-actualized in working towards a change vision. In her leadership-centric presentations, she is not only sharing this unique strategy of Change Enthusiasm® but also 10+ years of M&A experience distilled down into the critical leadership traits required to lead with exception during high-stress times of change and transformation.