

## John Kotter

World-Renowned Expert on Leaders, Management, and Change

**A Sense of Urgency.** Clients will explore the importance of this seemingly easy to express topic. What is the right way to create a sense of urgency? What is a false sense of urgency? Where do you go once the urgency is established? These and other important questions will be answered as your company explores how to follow the right path to establishing a true sense of urgency and continuing down the road to successful change.

**Leading Change.** This speech focuses on the eight-step process of implementing successful transformation. You will learn how companies can achieve their goals and how important it is to have successful leadership in order to make change happen. With personal attention to a company's efforts and failures, John Kotter can help to create lasting change as well as successful leaders.

**Our Iceberg Is Melting.** When change is needed in an organization, sometimes the hardest part is getting everyone to believe it. John Kotter will introduce his eight-steps for successful change in an easy to understand format. By providing the guidance needed in an ever changing world, audiences will begin to see how dealing with the challenges of change can be compelling when presented in the right way.

**Succeeding in a Changing World.** As the economy and world change, so must organizations. The pressure for organizations to modify their business will only increase in the years to come. Many times a good plan can get lost in the midst of implementation. The methods used to restructure or reorganize often fail due to complacency, loss of traction, lack of leadership and other barriers. Learn from John Kotter how great companies succeed where others fail to achieve lasting change in today's world.

**Leadership vs. Management.** Many organizations today are over managed and under led because people do not know the difference between management and leadership. There are significant differences and each have an effect, both negative and positive, on a company's performance. John Kotter will explain and motivate the vital importance of the right leadership needed for a company's success.