



The Challenge

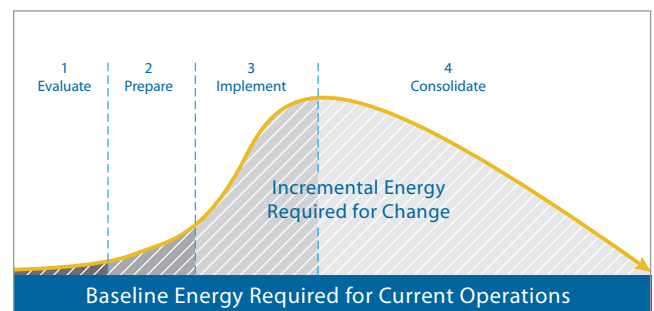
Organizations don't outperform their leaders—they reflect them. Unfortunately, most leaders aren't prepared to lead change in the global age. Especially with major change, many don't know where to begin. Some try to muscle change through. Others try to smuggle it into the organization and keep it a secret. Still others believe that if you have a sound strategy, enough time and money, and the right technology, the rest will fall into place. Unfortunately, none of this works.

The Problem

Consider that 75 percent of major change initiatives fail. Overwhelmingly, the failure pattern is on the human rather than the technical side of change. Change succeeds when leaders are able to create and replenish energy throughout the change process. It fails when they don't

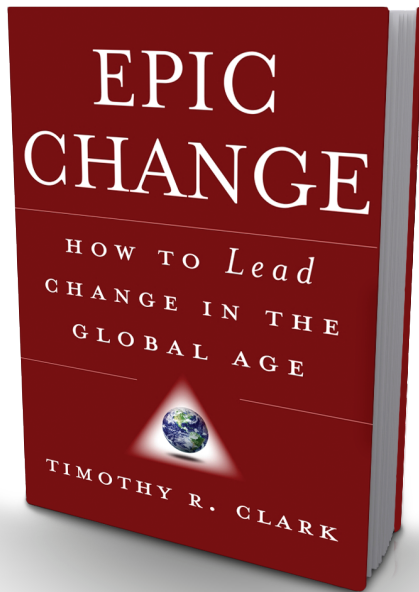
The Research

Based on a landmark study of large-scale organizational change across business, government, education, health care, and the nonprofit sector, TRCLARK has found that successful change follows a pattern in the way organizations consume incremental energy while performing the additional work and absorbing the additional stress required during the process. This empirical pattern is called The Power Curve of Change™.



“Absolutely brilliant”

~ Stephen R. Covey



The Epic Change Workshop is based on the path-breaking research and tools put forward by Dr. Timothy R. Clark. His book, *Epic Change: How to Lead Change in the Global Age* (Jossey-Bass), was named one of the top management books of 2008 by CEO Refresher.

Who Should Attend?

Leaders and managers at all levels who have the responsibility to lead change in their organizations.

Program Outline

The program consists of nine learning modules. The one-day format is designed for a cross-functional team working on a variety of change projects. In the two-day program, which is specifically designed for intact teams, participants complete an in-depth change plan based on a single change initiative.

The Solution – The EPIC Methodology

EPIC CHANGE® is a ground-breaking solution that teaches leaders how to create and replenish the additional energy needed to move an organization successfully through the EPIC stages.

Stage One: *Evaluation*

Stage Two: *Preparation*

Stage Three: *Implementation*

Stage Four: *Consolidation*

The workshop can be delivered as a one- or two-day course to provide participants with a fully integrated solution to significantly increase their ability to lead change. The solution includes:

- A Methodology – *Strategic Level*
- A Set of Tools – *Tactical Level*

Pre- and Post-Training Support

Pre-training includes:

- Pre-training assessment
- Pre-training reading

Post-training optionally includes:

- Post-training action-learning assignments and coaching for each training module to ensure learning, application, skill development, and ROI.
- Post-training coaching – individual, team, or peer.
- Post-training measurement – customized to client needs.
- Post-training consulting – customized to client needs.

Make the Change TODAY!

1.800.581.6009
www.ascendfast.com