BUSINESS AS UNUSUAL

Change Management Training that Positions Your Leaders to Do it Right
“ORGANIZATIONAL CHANGE CREATES NEW RISK FACTORS.

THERE’S A CERTAIN IRONY HERE. YOUR CHANGE INITIATIVE IS INTENDED TO SOLVE PROBLEMS. BUT ANYTIME THE ORGANIZATION MAKES MAJOR CHANGES, YOU MUST DEAL WITH THE PROBLEMS OF YOUR SOLUTIONS.”

–PRICE PRITCHETT, PH.D.
HERE’S WHAT HAPPENS WHEN CHANGE HITS:

NEW ORGANIZATIONAL DYNAMICS
- Uncertainty and ambiguity cloud the future
- The trust level drops
- Self-preservation instincts gain prominence

NEGATIVE IMPACT ON BEHAVIOR
- Preoccupation with “Me Issues”
- Deterioration in teamwork
- Politics and power struggles
- Drop in morale and job commitment
- Resistance to change

NEW RISK FACTORS
- Management inertia
- Productivity decline
- Communication problems
- Confusion regarding priorities
- Loss of talent
- Difficulty executing your change strategy
- Slippage in profitability
- Damage to the company brand

Here’s the big secret to managing change:
Stay ahead of the problems.
Anticipate people’s reactions
Manage the predictable dynamics of change, both personally and organization-wide
Set the right expectations about the change process and its inherent complexities
Keep the workforce engaged and focused despite distractions
Avoid mistakes that can derail execution of the change strategy
Direct energy away from resistance to change
Intensify focus on business performance
Re-recruit key players without overpromising
Make positive use of instability during transition and change
Motivate the team to achieve tough objectives
Role-model the right behaviors
Develop plans for productivity gains
Address urgent change-specific communication needs
Maintain momentum and accelerate the change process
“THE MOST POWERFUL MOVE IN CHANGE MANAGEMENT IS PROBLEM PREVENTION. THE BIGGEST MISTAKE IS NOT ADDRESSING PROBLEMS UNTIL THEY SWARM ON YOU.”
Sharply Focused on Operating Results

PRITCHETT has spent 40+ years consulting and training on merger integration and large-scale organizational change. That deep experience has made one thing perfectly clear: Big changes confront leaders with a barrage of new risks that can damage performance.

That's why our change management training is tightly designed to defend and drive operating results. Business As UnUsual means business. We don't get lost in mushy concepts or abstract change models that dilute focus and add no on-the-job value.

Field-Tested and Proven Effective Around the World

Business As UnUsual has been rolled out for some of the world's biggest change initiatives. And regardless of where your organization is located, we concentrate on key change management principles that carry the most punch.

Our worldwide experience across all industry sectors has enabled us to fine-tune the program for maximum impact.

COUNTRIES

Argentina, Australia, Austria, Belgium, Brazil, Brunei, Canada, Columbia, Costa Rica, Czech Republic, Ecuador, Egypt, England, Finland, France, Germany, Hong Kong, Hungary, India, Indonesia, Ireland, Italy, Japan, Jordan, Malaysia, Mexico, New Zealand, Norway, Pakistan, Philippines, Poland, Portugal, Qatar, Russia, Saudi Arabia, Scotland, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, The Netherlands, Turkey, United Arab Emirates, Venezuela.
Delivered in Many Languages

Cross-border programs pose no problem for Business As UnUsual. We’ve conducted change management training sessions with the following languages:

- Arabic
- Bahasa
- Chinese
- Czech
- Dutch
- English
- French
- German
- Greek
- Hungarian
- Italian
- Japanese
- Korean
- Polish
- Portuguese
- Russian
- Spanish
- Slovakian
- Thai
- Turkish
- Urdu

Compatible with all Change Management Methodologies and Models

This training integrates easily into your change management initiative, regardless of your program’s overarching design. Business As UnUsual is agnostic so far as change methodology or model is concerned.

The course supports your approach by preparing leaders for the inevitable challenges and risks they’ll face during organizational change. We train participants on “managing the predictables.” Sure, every change initiative has its idiosyncrasies. But the key to success is getting your management ranks to master the fundamentals.

User-Friendly

The content is highly engaging and introduces tools that attendees can put to use immediately.

PRITCHETT’s approach emphasizes clarity and straightforward utility, ensuring that participants leave the training with actionable steps they understand, believe in, and are motivated to pursue.
Practical
Our Business As UnUsual training is down-to-earth, realistic, and loaded with no-nonsense guidelines for dealing with the unique business challenges associated with large-scale change.

No touchy-feely stuff. No time-wasting trivia.

Business As UnUsual concentrates on change management tactics that do the most to protect the bottom line.

Designed and Delivered by Thought Leaders

PRITCHETT consultants—designers and facilitators of our change management training—have:

- Consulted on many of the largest, most successful change projects in history
- Specialized in merger and change management consulting for over 40 years
- Developed the #1 online resource for merger integration professionals: www.MergerIntegration.com
- Sold our merger, culture, and change management books (including numerous million-sellers) to more than 10,000 organizations
- Trained over 30,000 managers worldwide on managing change

Our team can conduct the training or we will certify your in-house trainers to deliver Business As UnUsual. We also can guide your organization in the overall design and execution of your change initiative.

Aimed Directly at the Most Common Change Management Problems

Business As UnUsual teaches preventive management. Without this training, leaders invariably rely on their habitual management approach which is doomed to create unnecessary problems throughout the transition.

Our program explains the organizational dynamics of change, highlights predictable hot spots, identifies urgent new priorities, and coaches participants on the counter-intuitive moves required of managers in this highly-charged period.
“CHAMELEONS CAN CHANGE COLORS IN AS LITTLE AS 20 SECONDS. HOW FAST WILL YOUR LEADERS ADAPT TO THEIR NEW MANAGERIAL CHALLENGES?”
Addresses the Dilemma of Culture vs. Change

Corporate culture often becomes the major obstacle to organizational change. This happens because culture’s #1 goal is to sustain itself.

When it hears “Change!”, culture goes on red alert—its warning sirens start wailing and laying the groundwork for resistance. Next, culture wants to call the shots, dictating the terms and conditions regarding what to change and how to go about it. Trouble is, culture itself may be part of the problem that your initiative is targeting. This causes many change projects to crash and burn.

PRITCHETT has dealt with complicated “culture vs. change” situations like this for 40+ years. We designed Business As UnUsual to help leaders reconcile the conflicts and manage the tensions that so commonly occur in this context.

Advocacy from Top Management

Business As UnUsual consistently earns high respect from senior executives, for three key reasons:

- The program focuses on hard-core business issues.
- It positions managers to be change leaders and assigns them personal accountability for successful change.
- It defends and drives operating effectiveness during the destabilization.

Our emphasis on the commercial aspects of the business elicits top management support and makes it much easier to obtain budgetary approval for change management training.

Built on Bestsellers, Based on Real-World Experience

The core of the program is Dr. Price Pritchett's million-seller Business As UnUsual handbook, augmented with material from several more of his bestselling books. Each of these publications grew out of our decades of hands-on consulting to companies on merger integration and large-scale organizational change.

The workshop is grounded in real-world experience, not classroom theorizing, and that gives it a vitality and authenticity unlike other change management courses.
Ongoing Reinforcement of Key Principles

Most change management training programs fade from the minds of participants in a matter of hours or days. People forget. They get distracted by the daily challenges and revert to their old management habits.

Research shows that periodic reinforcement of key learning points is critical for training to actually stick. PRITCHETT’s innovative clips™ video program is designed specifically to provide that needed ongoing support.

DISCOVER THE 60-SECOND MESSAGING POWER OF CLIPS™

We engineered clips™ for today’s short attention, mobile-oriented, digital audience that heavily favors video. The program is a series of captivating 60-second email videos that hit your people’s phone, tablet, or computer on a weekly basis. It’s like putting a personal change management coach into each employee’s pocket or purse.

clips™ micro-messages amplify and sustain Business As UnUsual concepts and change management guidelines during the early, high-risk months of your change initiative.

“Minimum Effective Dose” (MED) Coaching to Drive Change

PRITCHETT’s innovative MED Coaching Program provides leaders with real time, person-to-person, ground level support during transition and change. We capitalize on the “power of constraints,” using tightly structured, performance-oriented, weekly 15-minute coaching sessions that keep leaders motivated, results-oriented, and personally accountable for driving change. MED Coaching, combined with our captivating clips™ video program, ensures that your people have the high-value tools, concepts, and first-person support needed to manage the week-to-week challenges and opportunities during organizational change.

NOTE: Call 214-239-9600 for information about PRITCHETT’s Certification Program for MED Coaching.
Part 1—Change: The Way It Is
Recognize the realities of change—in your organization, your market, and the world
• Fact-checking participant perceptions of the change landscape
• Myths and realities
• Business case for change: team exercise to analyze rationale for change
• Rising to the challenges, capitalizing on the opportunities

Part 2—Change Hits
Understand the impact of change, both personally and organizationally
• Team exercise to measure impact of change on 15 key factors
• Predictable problems in how individuals, teams, and organizations react to change
• The 3 stages people go through: endings, exploration, and new beginnings
• Implications of how different groups cycle through the 3 stages

Part 3—Be a Change Agent
Identify and strengthen personal change competencies
• 9 behaviors to role-model
• Self-assessment tool measuring flexibility, innovativeness, risk tolerance, and stress tolerance
• How to increase one’s “comfort zone” for change
• Self-assessment tool on 15 aspects of change leadership

Part 4—Action Tools
Learn how to use a practical set of tools for navigating you and your team through change
• Communicating effectively during transition and change
• Driving performance and productivity
• Overcoming resistance
• Retaining key players

Participants conclude the session by crafting a game plan for change management.

MATERIALS

Contact Us
For more information, give us a call at 800-992-5922 or 214-239-9600, or email at cservice@pritchett-net.com.
Accenture
AIG Insurance
Alticor, Inc.
American Airlines
American Eagle Outfitters
American Electric Power (AEP)
American Express
American Red Cross
Ameriprise Financial
Aramark Corp.
Ashland Inc
AT&T
Avaya Inc.
Baker Hughes
Baxter International
Blue Cross Blue Shield
BMC Software, Inc.
Brinker International
Campbell Soup
Cardinal Health, Inc.
CareNow
Cessna Aircraft Company
Cisco Systems
Citibank
Coca Cola Fountain
ConAgra Brands
Coty, Inc.
Cummins, Inc.
Dean Foods
Dell Computer
Delta Air Lines
Discover Card
Disney
E.I. DuPont de Nemours & Co.
Empire Life
Ernst & Young
Estee Lauder
ExxonMobil
Federal Aviation Administration
Federal Express
First Data
Ford Motor Co
General Motors
Goodyear Tire & Rubber
Gordon Food Service
H. J. Heinz Company
Hasbro Inc.
H-E-B
Highmark Inc
Honeywell
John Deere
Johnson & Johnson
JPMorgan Chase
Kaiser Permanente
Kraft Foods
LafargeHolcim
Lloyds TSB Bank Plc
Lockheed Martin
Marriott International
Mastercard
McCain Foods
McDonald’s
McKesson Corporation
MD Anderson Cancer Center
Meijer, Inc.
Mercedes Benz
Merrill Lynch
Miller Brewing Company
NASA - Johnson Space Center
Oracle Corporation
Oxy Inc.
Pacific Gas & Electric
Pfizer Pharmaceuticals
Pioneer Natural Resources
PWC
Prudential Financial
Red Robin
Red Roof Inn
Regeneron Pharmaceuticals
Remax
Ricoh Corporation
Royal Bank Of Canada
Royal Caribbean Cruises
Safeway, Inc.
Schneider Electric
Seagate Technology, Inc.
Sears
Sherwin Williams
Solvay
Sony Corp.
Sprint
Staples, Inc.
State Farm Insurance
Steelcase, Inc.
Texas Instruments
Time Warner Inc
Toyota Financial Services Corp.
Travelers Insurance Company
U.S. Postal Service
Union Carbide
United Healthcare
United Parcel Service (UPS)
UT Southwestern Medical Center
Verizon Wireless
“SUCCESS AT MANAGING CHANGE DEPENDS MOSTLY ON STARTING OUT DOWN THE RIGHT TRACKS.”