



Research Institute for Fragrance Materials, Inc.

The International Scientific Authority for the Safe Use of Fragrance Materials

presents a free summer bonus seminar



Peter de Jager's

Transformational Change Management

Definitions, Challenges, Approaches

Tuesday August 17, 2010

Hilton Woodcliff Lake – Crystal Room

200 Tice Boulevard,

Woodcliff Lake, NJ 07677

8:30 am: Continental Breakfast

9:00-11:00: Program

e-mail June@rifm.org to reserve your spot

Do you want?

- an analytical approach for identifying opportunities for **Radical Change** within your organization?
- a Road Map for the **Chaos** that such a Change will generate – and a path that can lead you to a New Status Quo
- to introduce both staff and management to the need for **thinking the unthinkable**
- a reality based understanding of the largest **obstacles** standing between your organization today – and what might be possible five years in the future.
- a way of thinking about **organizational change** that encourages the formation of teams, respects intelligent criticism, invites participation and breaks down the obstacles of the “we” vs. “them” culture.

The technical stuff: What is it about?

This **interactive learning workshop** explores the Change Management process. The topics will include:

- The primary obstacles to Change
- The value, and flaws of human behavioral models
- The applicability of the Kubler-Ross Grief Cycle to organizational Change
- The Virginia Satir Change Process Model
- The single point of failure in change management
- The 4 crucial questions your communications plan must answer
- The pivot point of change management projects
- Why resistance to change is both necessary and desirable

The bottom line: Why is it valuable?

You will have gained the following knowledge and skills and be able to:

- **Identify** your organizational core values
- **Involve** those affected by the threat, in the selection and implementation of the Change necessary to alleviate the threat
- **Design** a communication plan to address the real concerns of the Target Audience
- **Respond** appropriately to concerns regarding the Change in order to avoid reinforcing those concerns
- **Empower** the organization to direct their own change
- **Install** support structures to shorten the transition period
- **Respect** the existing status quo before replacing it with another

Peter de Jager is a consultant on issues relating to the Rational Assimilation of the Future. He has published hundreds of articles on topics ranging from Problem Solving, Creativity and Change to the impact of technology on areas such as privacy, security and business. His articles have appeared in The Washington Post, The Wall Street Journal, The Futurist and Scientific American.

So far, he has spoken in 37 countries and is recognized worldwide as an exciting, humorous, provocative and engaging speaker. His audiences have included the World Economic Forum, The World Bank and The Bank for International Settlements.

His presentations and workshops are highly interactive, fun, irreverent to mistaken ideas and most distinctively - provocative. He forces you, by demonstrating conflicts between your stated beliefs and behaviors, to think differently about what you thought you knew. You can read much of his work in the publications section of www.technobility.com.