FUSCO ASSOCIATES BUSINESS PSYCHOLOGISTS *present a series of workshops and seminars on*

EFFECTIVE CHANGE MANAGEMENT

Tony Fusco is a qualified Business Pyschologist with a background in corporate sales. He works extensively with blue-chip clients developing effective change management solutions.

He is a Founder Member of The Association of Business Pyschologists and a member of the British Pyschological Society.

The British Psychological Society

Association of BUSINESS PSYCHOLOGISTS

Today's business leaders understand well the imperatives for change and how it helps their business survive and prosper.

They analyse their options, take the decisions and then 'sell' these changes through the organisation.

Frequently however, they discover this careful planning doesn't yield the expected results.

Frustrated leaders usually put this down to employee 'resistance to change'!

However, no matter how well they are conceived, structural and technical change alone will not guarantee an effective and competitive organisation.

Successful change only results when the people within the organisation change the way they work to effectively execute the changes.

This only happens when the company provides the information and support their employees need to effectively manage and embed these changes.

These workshops help companies identify and implement this support.

This training uses a Cognitive Behavioural and Psychological Type approach to effective Change Management and it offers delegates a structured and logical framework to apply systematically to ensure the successful merger of employee and organisational change.

Business professional attending these events will learn:

- Effective strategies to help organisations, managers and employees deal effectively with both transitional and transformational change
- Productive new behaviours that both individuals and organisations can develop in response to the demands of change
- Models for communicating effectively about change based on 'Psychological and Organisational Type'
- Specific management strategies for mobilising different groups of employees from resistance to engagement

The Change Management training will help leaders lead more persuasively, managers manage more effectively and enable all employees to focus on the task of transforming their business.

To discuss how these events can be tailored to your own organisational change project please contact Tony Fusco at:

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