



# Michael W. Mercer, Ph.D.

Keynote Speaker • Management & Leadership Expert

## Presentation Outline

### ABSOLUTELY FABULOUS ORGANIZATIONAL CHANGE™:

#### Strategies for Success from America's Best-Run Companies

"We were especially impressed with your ability to tailor the workshop to address the very critical organizational challenges our Division is presently confronting and to set just the right tone."

C.I.A.

"The best feature was how you customized the presentation to fit our specific business needs . . . Your style is of superb quality, creativity and high energy."

Abbott Labs

"We made very profitable changes by using your profound expertise in Highly Profitable Organizational Change, Team-building and Executive Advising. I strongly recommend your services to other executives who absolutely must plan and implement "highly profitable organizational change."

Sycuan Casino & Resort

You can lead organizational change that creates huge opportunities and profits for your organization and your career. This "hands-on" presentation gives you proven methods to tackle many types of organizational changes. These changes include restructuring, mergers, acquisitions, downsizing, consolidations, computerizing operations, turning cost centers into profit centers, starting an Internet business, plus many more.

You will discover how America's best-run companies put Dr. Mercer's unique 3-ingredient model of organizational change into action. These organizations include IBM, Outback Steakhouse, Inc., C.I.A., The Ritz-Carlton Hotel Company, City of Indianapolis, Harley-Davidson, Washington Mutual, Intuit, VF Corporation, Excell, Mondavi, and more.

Dr. Mercer authored many books, including the groundbreaking book, **Absolutely Fabulous Organizational Change™: Strategies for Success from America's Best-Run Companies.**

You can arrange for Dr. Mercer to deliver this presentation as a keynote speech, management retreat, part of a business planning meeting, or workshop. In this lively presentation, you will learn how to benefit from Mike's highly profitable 3-ingredient model of organizational change.

#### Ingredient 1: Successfully Leading Organizational Change

- ◆ Pinpointing key organizational changes your company needs to make
- ◆ What is an organizational culture -- & how to use it during change
- ◆ The "Vision" thing -- creating your organization's big, compelling purpose
- ◆ 4-part goal-setting method to achieve your organization's "Vision"
- ◆ Powerful teamwork methods to get things done

#### Ingredient 2: Successfully Handling Employees Who Resist Change

- ◆ Uncovering problem employees who try to "shoot a hole in your boat"
- ◆ Effectively managing employees who resist -- or undermine -- change
- ◆ How to make sure employees "fit in" your organization
- ◆ Transforming your "old-style" employees into "new-style" employees

#### Ingredient 3: Successfully Managing Yourself as You Lead Organizational Change

- ◆ 1 key personal attribute every successful leader must exhibit
- ◆ 5 easy ways you can powerfully promote change each day
- ◆ How to be a magnificent role model for all your employees

