



Getting Change Right: How Leaders Transform Organizations from the Inside Out

Meet Our Guest



Seth Kahan, author of Getting Change Right, is an international speaker, trainer, and consultant who works with CEOs and senior leaders responsible for large-scale change around the world. He writes Fast Company's expert blog, Leading Change, and is a regular contributor to the Washington Post column "On Success".

Your Hosts

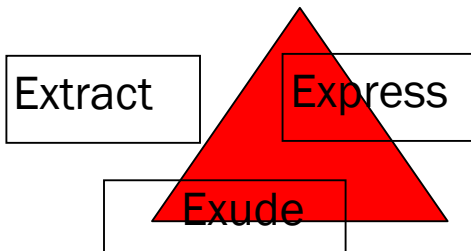


William Arruda



Susan Guarneri

Where this fits in the 1-2-3 Success! Personal Branding Process



This teleseminar applies to the Express and Exude phases of the personal branding process.

Agenda / Topics

- 1. How do leaders create widespread engagement for new ideas and ways of doing things?
2. What does "communicate so people get it and spread it" mean?
3. How do you identify and energize the most valuable players?



4. What is the best way to understand the territory of change?

5. What are performance communities and how do they accelerate change?

6. What is the best way to generate dramatic surges in progress?

7. Why is breaking through logjams so important?

8. What is WorkLifeSuccess and why is it important?

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**LINKS:**

Check out Seth Kahan and his book: <http://www.GettingChangeRight.com>  
To receive the first chapter of his book, email [Seth@VisionaryLeadership.com](mailto:Seth@VisionaryLeadership.com)

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Reach Personal Branding: <http://www.reachpersonalbranding.com>
Personal Branding TV: <http://www.personalbranding.tv>