

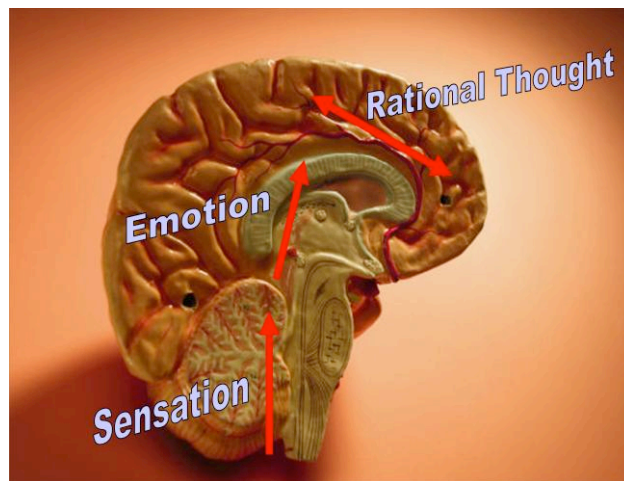


CASE STUDY

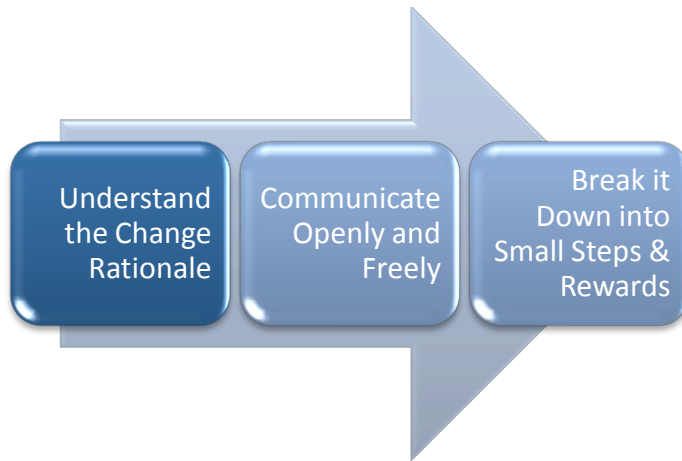
IMPROVING MINDSETS TO ACCELERATE CHANGE

Challenge: A national, non-profit firm was facing particularly difficult decisions due to the economic slow-down of 2008. The firm needed to implement a significant reduction-in-force that created a challenging environment for the remaining workforce. In addition, external forces were aligning that would likely require employees to radically transform their work and their relationships with beneficiaries. Additional change would be needed from a workforce that was already anxious and over-worked.

Solution: A program was designed, utilizing the key concepts of neuroleadership, to prepare employees for the additional organizational changes that would be required. Participants learned about the inner workings of the mind when human beings are faced with change and the internal circuits for both fear and happiness.



Through lively examples and audience interactions, the participants came to understand practical techniques for coping with loss, change, expectations and fear in themselves and others.



Outcome: Participants returned to their workplace re-energized with a new sense of purpose and commitment to embrace future change. Weeks after the program, attendees were still using the techniques they learned in the program and teaching them to others who were still experiencing fear and anxiety. While change will likely continue for some time in the future, the organization's ability to lead change in a proactive and positive manner was enhanced as a result of the program.