

# BARBARA A. TRAUTLEIN, PhD

Influential Speaker, Author, and Consultant



## How to Lead Lasting, Positive Organizational Change with CQ

Your IQ may get you a job. An understanding of EQ can guarantee you a promotion or two. But it's CQ—*Change Intelligence*—that will ultimately define you as a truly effective leader.

In the world of business, the ability to handle constant change makes the difference between success and failure. Today, executives, supervisors, and project managers have plenty of methodologies for managing change, yet the failure rate of major organizational change is still an abysmal 70 percent.

**The 30 percent of projects that succeed through change don't do so through luck.**

Lasting change requires Change Intelligence (CQ)—the ability to guide your team or company through powerful organizational transformation and your answer to turning around the cycle of failed change, financial loss, and employee cynicism for good.

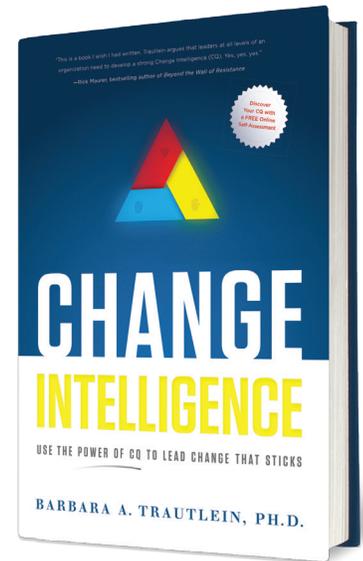
Unlike other systems that only consider the process, Barbara Trautlein's CQ program starts with the people—and why it's critical that you cultivate an awareness of your own distinct Change Leader Style. Only by integrating the power of big-picture goals (“the Head”), motivational support of employees (“the Heart”), and systematic planning (“the Hands”) will leaders at all levels truly be able to pilot the kind of organizational change they need.

**Barbara A. Trautlein, PhD** has more than twenty years of experience empowering leaders to achieve transformational personal and professional goals. Through her company, Change Catalysts, Barbara has conducted workshops for thousands of participants, guided more than a dozen mission-critical, multiyear change-management initiatives, and coached CEOs and workers from industries as varied as steel to manufacturing to energy, and healthcare to high tech to retail.

In her widely applauded presentations and workshops, Barbara shows leaders and teams how to wield CQ to engage and equip their organizations to successfully meet mission-critical goals, resulting in greater productivity and market impact. Understanding—and fully harnessing—the power of CQ is the only way to guarantee that you and your business stay on top amidst constantly shifting industry realities and uncertain economic times.

### Past Speaking Clients

Ford Motor Company • Hyatt International  
New York Police Department • Sears • CareerBuilder  
Catholic Health System • Steel Dynamics



“Barbara got our leadership team aligned and knowing more about themselves and others to manage a complex merger.”

—Peter Bergman, CEO,  
Sisters of Charity Hospital

“As a speaker and consultant, Barbara inspires and engages every audience I've asked her to work with, from our executives to our project teams to our front line.”

—Clarence Trowbridge,  
Training Manager, Wells  
Enterprises



**CHANGE  
INTELLIGENCE**



To book Barbara, contact [info@changecatalysts.com](mailto:info@changecatalysts.com)  
or via phone at 847.549.6950

# CHANGES THAT STICK. RESULTS THAT MATTER.

## Speaking Topics

### When Change Doesn't Stick: Building Change Intelligence for Successful and Sustainable Transformation and Results.

Are you tired of the program of the year? Frustrated that change projects seem to fail outright or don't produce sustainable gains? Get beyond the buzzwords and leverage a proven formula for change that creates lasting benefits. Learn how to engage the brain, inspire the heart, and motivate the hands to get people moving in positive, new directions. Your leaders will walk away knowing how to drive change that gets results and makes a bottom line difference for your organization.

### Why Aren't They Getting It? How Change Intelligent Leaders Enlighten, Engage, and Equip Their People to Make an Impact and Move the Bottom Line.

Necessary for today's competitive marketplace, your audience will discover the myths and realities of overcoming resistance to change, and how to avoid the biggest mistakes. You will appreciate the pivotal mindset shift that Change Intelligent Leaders embrace. Learn how to leverage critical leadership skills so your people want and understand how to carry out changes imperative for your business to survive and thrive.

### Team Building in Tough Times: Uncovering the Three Keys to Get Your Team in Relationship and Get Results.

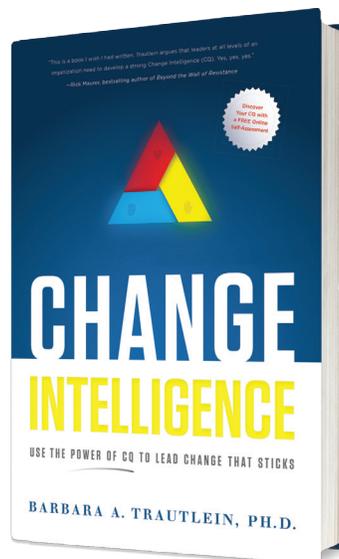
Is your team struggling to reach challenging new goals? Is it in conflict? Is it newly formed? Learning the keys to get in relationship will empower your team to work together to get results. Build your teams "heartset" to become inspired and engaged. Build your team's "mindset" to laser focus on vision and strategy. Build your team's "skillset" to become equipped with the right tactics and tools. Your audience will walk away knowing how to lead your teams from breakdown to breakthrough.

### Women's Power at Work: Leading Impactful Teams from the Ground Up.

Barbara's extensive experience in male-dominated industries has given her unique insight into the world of leadership and management from a female perspective. Learn how to create and sustain a winning team that produces significant results by being sensitive to and incorporating inclusive management strategies.

## WORK WITH BARBARA

Barbara will tailor her keynotes and workshops to best reach your group's goals.



"Barbara electrified the audience with a highly interactive presentation and dialogue about leadership and power. The presentation was among the highest-rated of the conference."

—Carolyn Leighton, Founder,  
Women in Technology  
International

"As the president of a steelmaker in charge of leading changes, from integrating acquisitions to pursuing new markets to implementing new technologies, I can tell you from direct experience that the CQ System works. Barbara Trautlein provides a clear roadmap for developing change leadership, organization-wide, using proven case studies on building bench strength from the executive suite to the shop floor."

—Dick Teets, President  
of Steelmaking, Steel  
Dynamics, Inc.

"Our participants tend to be engineers who appreciate data-supported, pragmatic approaches to solving problems. Barbara's data-driven experience enables her to relate to her audience and overcome their natural skepticism of consultants. Barbara's workshops are highly rated and she is frequently invited back to speak."

—Jeff Hazel, Senior  
Director, American Fuel  
and Petrochemical  
Manufacturers Association



# CHANGE INTELLIGENCE



To book Barbara, contact [info@changecatalysts.com](mailto:info@changecatalysts.com)  
or via phone at 847.549.6950