



Dan Heath

Best-selling author of "Made to Stick" and "Switch:
How to Change Things When Change is Hard"

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Leading Change: Strategies for Change When Change is Hard

What looks like a people problem is often a situation problem.

Suggested Audience: For executives and professionals at all levels of the organization

All of us have things we want to change—in our families, our businesses, and our communities. But where do you start? And how do you overcome the resistance you'll face? Heath will reveal a simple, 3-part framework that will help you create change. The framework, based on some of the most fascinating findings in psychology, is drawn from Heath's soon-to-be-released book, *Switch: How to Change Things When Change Is Hard*. Heath will weave together stories ranging from the science of movie popcorn buckets to the tale of a bottom-up effort to save 100,000 lives in the health care system. Once you understand the patterns that characterize successful changes, you'll be armed to lead your own switch.

This program will help executives:

- ◆ Learn how tweaking the environment in minor ways can trigger big changes in behavior
- ◆ Know how to break through the "decision paralysis" that can doom a change effort
- ◆ Understand why most change efforts fail and how you can avoid that fate

Dan Heath is the co-author of the *New York Times* and *Wall Street Journal* bestselling book *Made to Stick: Why Some Ideas Survive and Others Die* with his brother, Stanford Business School professor Chip Heath. *Made to Stick* stayed on the *BusinessWeek* bestseller list for 21 months; it has been translated into 27 languages; and it was named the Best Business Book of 2007 by Jack Covert and Todd Sattersten (Authors of *The 100 Best Business Books of All Time*).

Dan is also a popular writer for *Fast Company* magazine, where he and his brother have had a monthly column since 2007. Formerly of Harvard Business School and Duke Corporate Education, Dan is now a consultant in Raleigh, NC, speaking and consulting on the topics of creating change and communicating with impact.