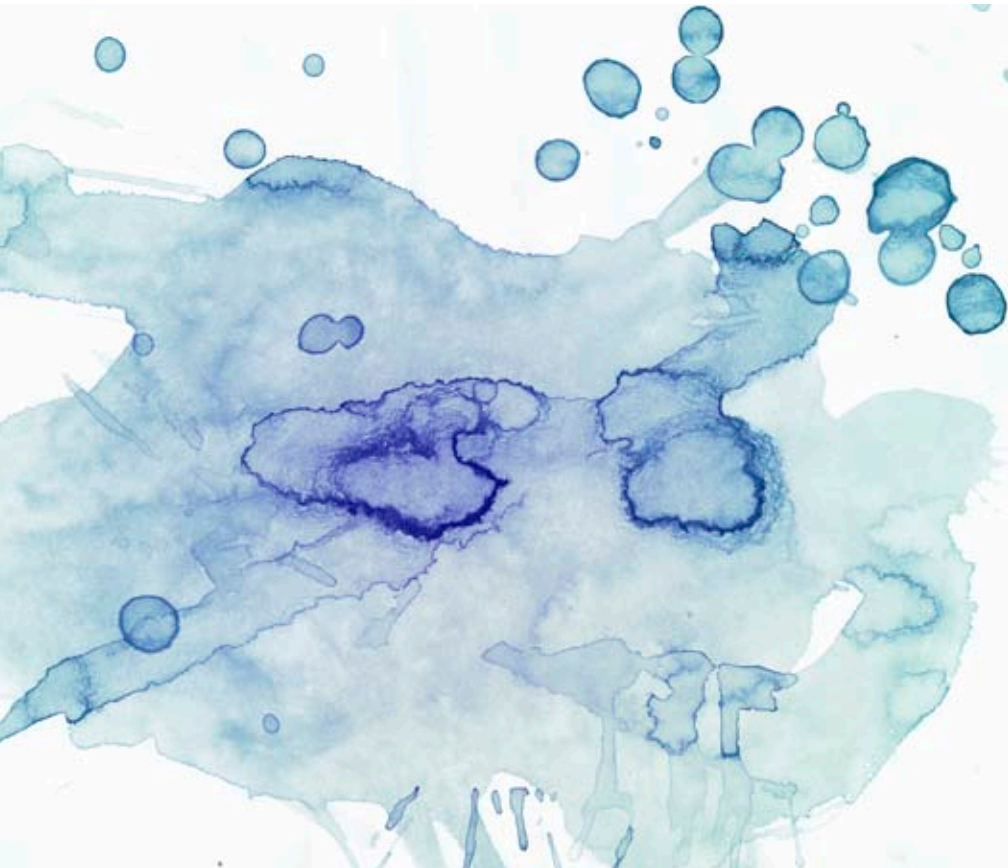


LIVECHANGE ENABLES  
ORGANISATIONS WITH  
STRETCHING AMBITIONS  
TO IMPROVE BUSINESS  
PERFORMANCE THROUGH  
LASTING EMPLOYEE  
BEHAVIOUR CHANGE

CREATE CHANGE WITH  
A DIFFERENCE

IF YOU DON'T LIKE  
SOMETHING CHANGE IT  
IF YOU CAN'T CHANGE IT  
CHANGE THE WAY YOU  
THINK ABOUT IT.  
MARY ENGELBREIT



**‘But isn’t the change that organisations face always different?’ I hear you say.**

Many organisations try to change again and again and yet still leave the heart of the organisation – its people – unchanged. LiveChange enables organisations with stretching ambitions to improve business performance through lasting employee behaviour change. We’re not a training company, not a learning company, but a change company.

We’ve outlined some of the performance improvements that LiveChange has helped organisations to achieve in this document. Change that is cost effective, enduring and most importantly, driven by people. Change with a Difference.

**I hope you find it stimulating and inspiring.**

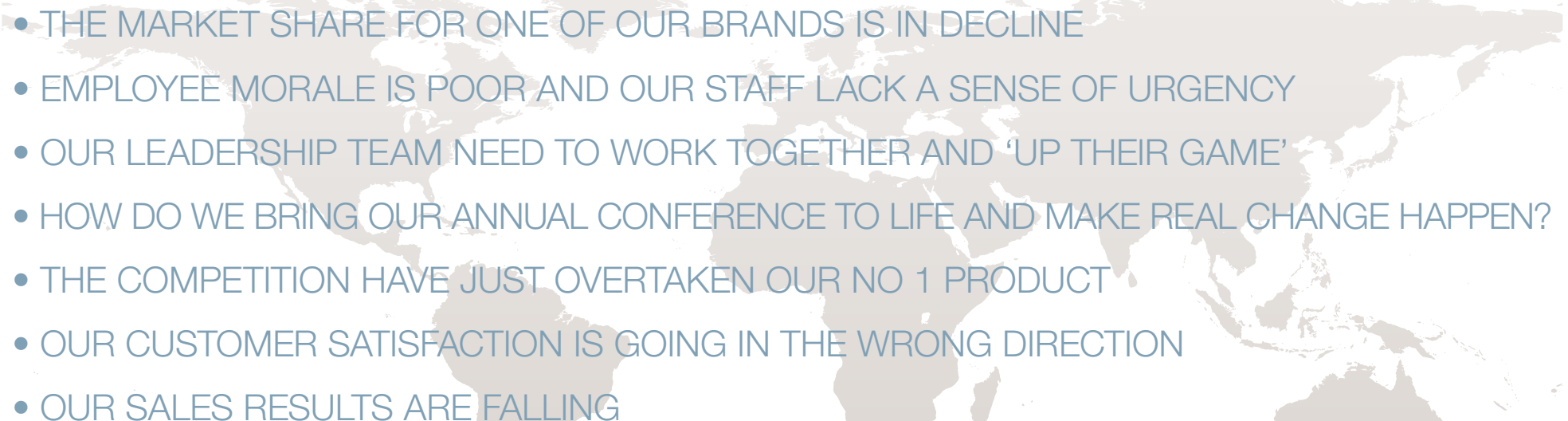
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IF YOU CHANGE THE  
WAY YOU LOOK AT  
THINGS, THE THINGS  
YOU LOOK AT CHANGE  
DR WAYNE DYER



What sort of business challenges are you faced with?

- 
- THE MARKET SHARE FOR ONE OF OUR BRANDS IS IN DECLINE
  - EMPLOYEE MORALE IS POOR AND OUR STAFF LACK A SENSE OF URGENCY
  - OUR LEADERSHIP TEAM NEED TO WORK TOGETHER AND ‘UP THEIR GAME’
  - HOW DO WE BRING OUR ANNUAL CONFERENCE TO LIFE AND MAKE REAL CHANGE HAPPEN?
  - THE COMPETITION HAVE JUST OVERTAKEN OUR NO 1 PRODUCT
  - OUR CUSTOMER SATISFACTION IS GOING IN THE WRONG DIRECTION
  - OUR SALES RESULTS ARE FALLING

Whatever your challenge, the LiveChange team has been applying innovative change solutions for over fifteen years to address business performance challenges with people change at their heart – nationally, internationally and globally.

THEY ALWAYS SAY TIME  
CHANGES THINGS, BUT  
YOU ACTUALLY HAVE TO  
CHANGE THEM YOURSELF.  
ANDY WARHOL

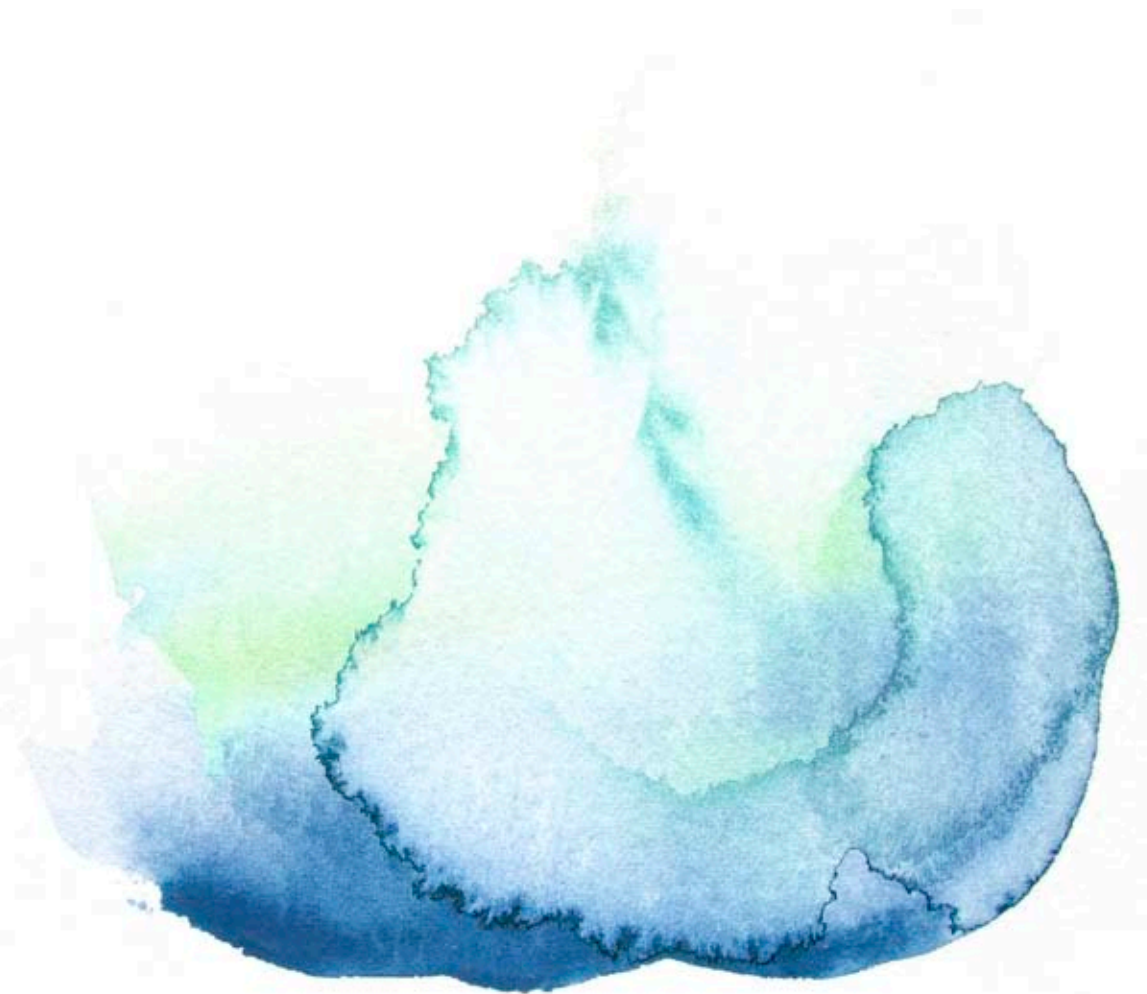


LiveChange programme solutions most commonly address one or more of the following corporate goals:

- **Communicating and Embedding Vision and Values**
- **Effective Business Strategy Engagement**
- **Sales Force Alignment and Performance**
- **Customer Experience Enhancement**
- **Realising the Value in Reorganisations and Mergers**
- **Optimising Leadership Performance**

And if your own business challenges are a variation on any of these themes, do still get in touch since LiveChange's distinctive approach is applicable to most employee behaviour change challenges.

IF YOU DO NOT CHANGE  
DIRECTION YOU MAY END UP  
WHERE YOU ARE HEADING  
LAO TZU



LiveChange's programmes reflect the behavioural insights of John Kotter, the Change Guru:

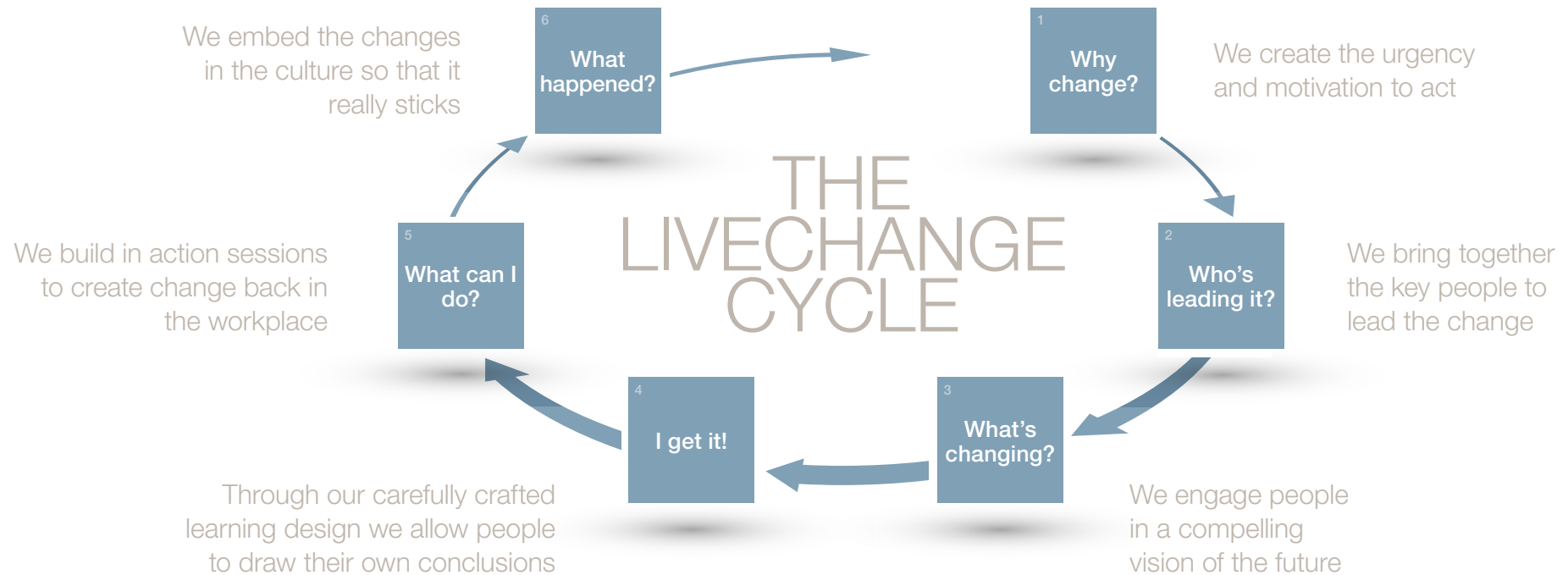
“PEOPLE CHANGE LESS BECAUSE THEY ARE GIVEN ANALYSIS THAT SHIFTS THEIR THINKING THAN BY BEING SHOWN A TRUTH THAT INFLUENCES THEIR FEELINGS”

Through both our creativity and business understanding we design programmes that really grab people's attention, allow them to come to their own 'aha!' moments and then take action in your business.

CHANGE IS INEVITABLE  
– EXCEPT FROM A  
VENDING MACHINE.  
ROBERT C. GALLAGHER



Our talented change architects and change designers work with clients to create those 'aha' moments of truth amongst employees through a LiveChange employee engagement cycle:



And here's the clever bit!  
We start at box 4 and work backwards in our learning design and then forwards in our implementation. The thing is you have to start with 'what conclusions do you want people to draw?' Then you figure out what information you need to give them and through what formats and media you need to engage them.

THE RATE OF CHANGE  
IS NOT GOING TO SLOW  
DOWN ANYTIME SOON.  
IF ANYTHING, COMPETITION  
WILL PROBABLY SPEED UP  
EVEN MORE IN THE NEXT  
FEW DECADES.  
JOHN P. KOTTER



The media we use is as wide and varied as your imagination! Table top ChangeMaps, puzzles, Business Games, Wall Maps, floor graphics, large scale banners, exhibitions, DVDs/video, Guide books and e-learning tools are currently our main stable of formats, and these are accompanied by detailed Facilitation Guides and individual Action and Learning Guides.



CHANGE IS THE LAW OF  
LIFE AND THOSE WHO  
LOOK ONLY TO THE PAST  
OR PRESENT ARE CERTAIN  
TO MISS THE FUTURE.  
JOHN F. KENNEDY



Here are a just a few of the results that LiveChange programmes have helped organisations achieve:



“LiveChange bring imaginative, empowering solutions to real problems. I was deeply impressed with their insight, ideas and speed of execution. They really stand out from their competition.”

**Richard Trollope, Product Manager, Astellas Pharmaceuticals**



**NHS**  
Hertfordshire Community Health Services



**NHS**  
Central Essex Community Services



“LiveChange has delivered a quite excellent product to meet our needs in managing widespread change. It has been widely acclaimed, by a somewhat hard-bitten and sceptical audience, as engaging, stimulating, refreshingly- different and effective.”

**Lt. Col Ian Tritton, Commandant, Army School of Recruiting**



“Ian and his team developed a fun, engaging and interactive workshop to help us communicate to a global audience a very difficult and dry subject such as marketing processes. It was a success!”

**Valerio Ferro, BP**



“The LiveChange team made a vital contribution to a strategic change programme. Not only did they deliver innovative solutions to a very high standard, they went beyond that. They helped us deliver a highly engaging programme that has taken our business to a new level”

**David Bowes, VP OD, WDSGlobal**

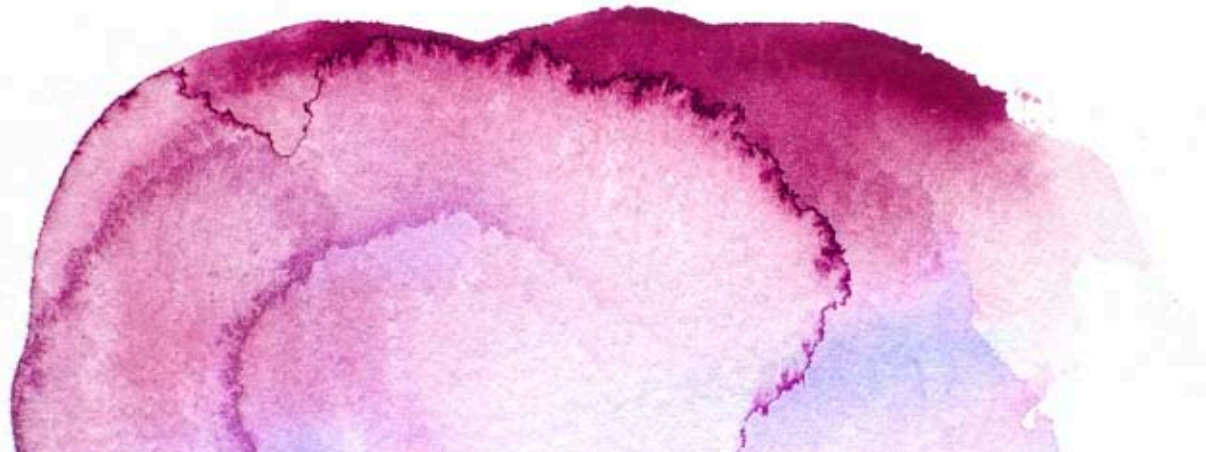
IF YOU'RE IN A BAD  
SITUATION DON'T WORRY  
IT'LL CHANGE. IF YOU'RE IN  
A GOOD SITUATION DON'T  
WORRY IT'LL CHANGE.  
JOHN A. SIMONE, SR.



So, in a nutshell what do we do:

- Understand and challenge your brief
- Create a 'story line' for the programme to hang it all together
- Design creative, business focused activities and experiences
- Design the communication, learning strategies and media
- Create an amazing participant experience
- Facilitate the conference or workshop(s) or...
- Coach and train you to facilitate

DON'T MANAGE - LEAD  
CHANGE BEFORE YOU  
HAVE TO  
JACK WELCH



**What sort of performance and people changes are you looking for?**

Let us know and we'd love to recommend how you can create Change with a Difference in your own organisation.

And please don't hesitate to contact us if you've any queries or questions.



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