

2007 NORTH JERSEY ASQ SPRING QUALITY CONFERENCE

KEYNOTE PRESENTATION

“LEVERAGING CHANGE MANAGEMENT TO ACHIEVE BUSINESS RESULTS”

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If you are expecting a presentation on complex change management models, or organizational theory, forget it. That's too academic and abstract. Rather, this presentation provides unique insights, and a step-by-step approach to leverage change to your advantage.

Organizational change is tough enough when you make all the right moves. Make a few wrong ones, and your change management initiative will be derailed. In fact, we know from recent research, that 45% of change projects fail, and that of the 55% that succeed—only half meet the expectations of senior management.

Individuals and teams move through a predictable pattern when faced with change and transformation. Mr. Cherkasky will share practical, hard-hitting techniques that people can use to position themselves and their organizations—not only to survive—but thrive in a radically, constantly changing world.

Sometimes the organizational change plan itself is flawed, and sometimes it's just bad execution. The reality, however, is that most of the top barriers to change are people related—limited change management skills, commitment, poor communications, and employee opposition, to name just a few.

Stan Cherkasky has more than three decades of business and consulting experience, in both the private and public sectors, in the United States and abroad. Stan specializes in building high-performance teams, and working closely with leaders to achieve breakthrough financial, organizational, and operating improvement.

Founder of the firm, Stan is the principal architect of the Performance Improvement Breakthrough™ methodology, and the Six Sigma Lean Advantage™—innovative and proven strategies that accelerate ROI and net income improvement, build customer loyalty, and create world-class recognition.

Stan is known for his focus on leadership development, team building, and results. He has personally guided more than 35 leading organizations to realize a competitive advantage, and trained more than 150,000 managers in advanced leadership skills, organizational effectiveness, and change management techniques.

Stan has been quoted in many business publications, including Fortune, Business Week and the Wall Street Journal. He is a senior member of ASQ and the American Management Association. His academic credentials include a BS in Engineering, and a Master's in Management from the New Jersey Institute of Technology.