Leading Change:
How to Generate Support, Traction, and Results
Tuesday, September 15, 2015 | 9AM – 4PM

What You Will Learn
Upward career progression increasingly depends on being an effective change agent. Often the easy part of change is identifying issues and needs – and developing strategies. The real challenge is building broad support for successful implementation. This course focuses squarely on implementation: Using the instructor’s extensive corporate experience and case knowledge, we will explore practical concepts, how-to’s, and case examples for leading already-identified strategic, product or process change needs. You will leave the day with:

- A toolkit of diagnostic skills that enables you to analyze the factors that most influence implementation of change strategies.
- A set of road-tested “how-to’s” for implementation, including mapping the terrain, building networks and coalitions, dealing with resistance, and impression management.
- An awareness and self-assessment of five roles to master for long-term effectiveness as a change agent.
- A deeper understanding of the impact of change and the importance of leader behaviors in creating engagement and commitment.

Key topics include “Best Practice” change frameworks; three skills for immediate impact; mapping the terrain; building networks and coalitions; impression management; and five change agent roles for long term effectiveness;

Who Should Attend
Upwardly mobile mid-level and senior leaders who are seeking impact in their organization and who want to be more effective in leading change of any size.

About the Instructor
Doranne Hudson combines deep academic, corporate, and civic experience in providing practice-oriented models and ideas for leading. She is an Executive-in-Residence and Associate Teaching Professor at The Bloch School. She teaches undergraduate, MBA, and Executive MBA courses in Leadership as well as executive education courses to a wide variety of businesses and organizations. Her teaching has won a number of awards including Distinguished Professor of the Year by Bloch’s graduating students and the Elmer Pierson Outstanding Teaching Award.

Hudson’s corporate experience includes nearly 25 years of marketing and general management at The Gillette Company and at Hallmark Cards, where she was a senior vice-president with significant line and P&L responsibilities; among these were leading Hallmark’s 5000-store Gold Crown retail division ($1B in sales) and overseeing four of Hallmark’s subsidiary companies. Hudson was named a Hallmark corporate officer in 1995 and she served on the North America management team and the Hallmark U. K. board of directors before retiring. Hudson received a BA in psychology summa cum laude from Duke University, and an MBA from Harvard University.

Register Online
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