

**APICS March 13, 2012 PDM**  
**Building Your Tool Box**

*Change Management Strategies that Work!*

We live in a world where change is constant. Communication style and the skills associated with getting your message across to others is the cornerstone for managing change, whether in your business or in your personal life.

For example, in the roller coaster game of business, we sometimes find ourselves in uneasy situations, like:

- Communicating, but not ‘getting through’ to the other person . . .
- Rolling your eyes when the boss comes in with a ‘great idea’, but they have no knowledge of the details or appreciation for what it takes to execute on the idea . . .
- The other person ‘doesn’t understand’ where you are coming from . . .

Given the nature of business, how does communication style come into play in these situations . . . Or does it . . .

What are the various types of communication styles? Which style is yours? What are the styles of the people around you? What are the implications? And once defined, how do you employ tools that allow your communications to impact change?

Doug Pearson, a business strategist and Coach, will engage participants in a lively interactive dialogue on communication style and change management; what the impact of various communication styles has on change; and how to effectively employ communication tools in change management.

Doug lives in St. Louis, is married with two children and has a nationwide Coaching practice. He has a Master’s Degree in Executive Management and years of training and experience as a professional Coach.

Please join us as we dig into communication style and change management. The dialogue promises to leave participants with the skills and self awareness needed for successful communication.