



**You Know Your IQ, But What's Your CQ<sup>®</sup>?**  
*Develop Change Intelligence<sup>®</sup> to Get Results!*

Created by  
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**CHANGE CATALYSTS**

# Who's Got CQ?



## Our Promise for Today

- Diagnose your Change Leader Style, including strengths and blind spots, and targeted developmental tactics
- Discover how to reframe resistance from enemy to ally and powerfully engage for change
- Emerge as more competent and confident – and less stressed and frustrated – leaders of change

*Increase Your Leadership Agility & Team Effectiveness  
through developing  
Change Intelligence / CQ*

# YOUR Success Factors

What are the reasons for *your* success as a Change Leader?

Technical abilities and IQ are the baseline

Behaviors and EQ/CQ add the significant value

*“The hard stuff is easy,  
the soft stuff is hard!”*

# What We Thought Then.....

*According to repeated nationwide surveys,*

## More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every branch of medicine were asked, "What cigarette do you smoke?" The brand named most was Camel!

You'll enjoy Camels for the same reasons so many doctors enjoy them. Camels have mild, cool mildness, pack after pack, and a flavor unmatched by any other cigarette. Make this wonderful test: Smoke only Camels for 30 days and see how well Camels please your taste. How well they will find their way to your steady smoke. You'll see how enjoyable a cigarette can be!

**THE DOCTORS' CHOICE IS AMERICA'S CHOICE!**



**WANDA FRANK** says: "I love Camels. They taste great and they're so smooth!"

**DR. ROBERT JONES** says: "I get more enjoyment from smoking Camels than any other brand!"


**DR. EDWARD JONES** says: "Camels are the best and smoothest I've ever smoked!"



*For 30 days, test Camels in your "T-Zone" (T for Throat, T for Taste).*

[www.StrangeCosmos.com](http://www.StrangeCosmos.com)

# THEY'RE HAPPY Because they eat **LARD**



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Issued by the Lard Information Council

## What's CQ (Change Intelligence)?

*CQ (or Change Intelligence) is the awareness of one's own Change Leader Style, and the ability to adapt one's style to be optimally effective in leading change across a variety of people and situations*

# The Heart, Head, and Hands of CQ

*Your Heartset, Mindset, and Skillset as a Change Leader*

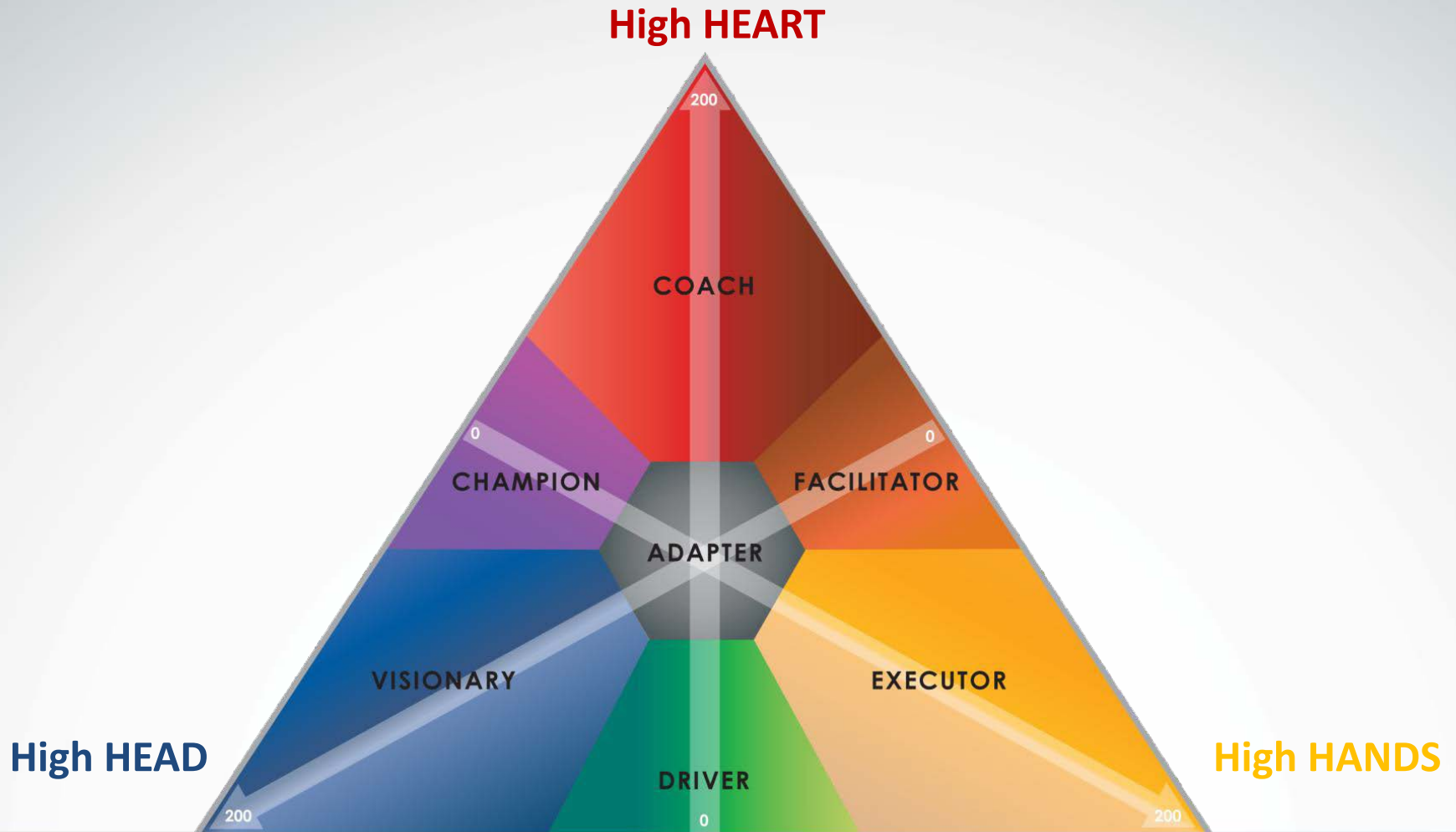
	Leading Change from the Heart	Leading Change from the Head	Leading Change from the Hands
Change Leader Style Defined	Engaging, Caring, People-Oriented Change Leader	Strategic, Futuristic, Purpose-Oriented Change Leader	Efficient, Tactical, Process-Oriented Change Leader
Strengths	Motivating and supportive coach	Inspirational and big picture visionary	Planful and systematic executer
Developmental Opportunities	May neglect to revisit overall change goals and not devote attention to the specific tactics of the change process	May “leave others behind” wanting to move sooner than people are ready and lack detailed planning and follow-through	May lose sight of the “big picture” and devalue team dynamics and individual’s emotions

# Develop Your Change Intelligence

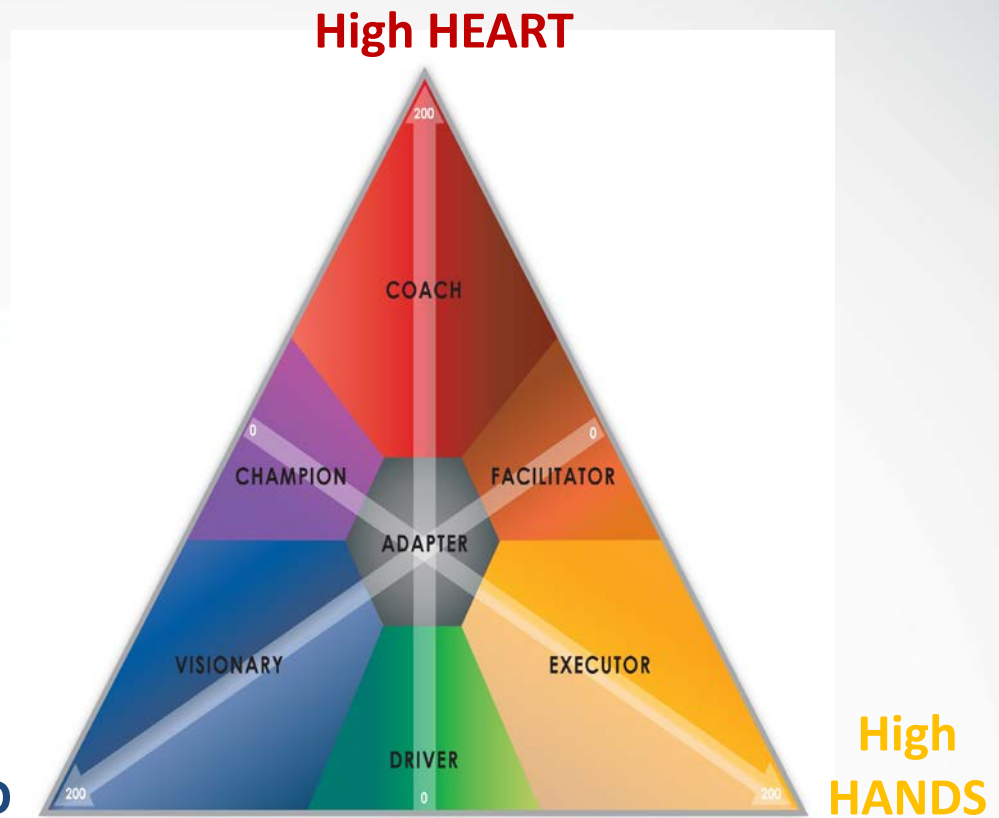
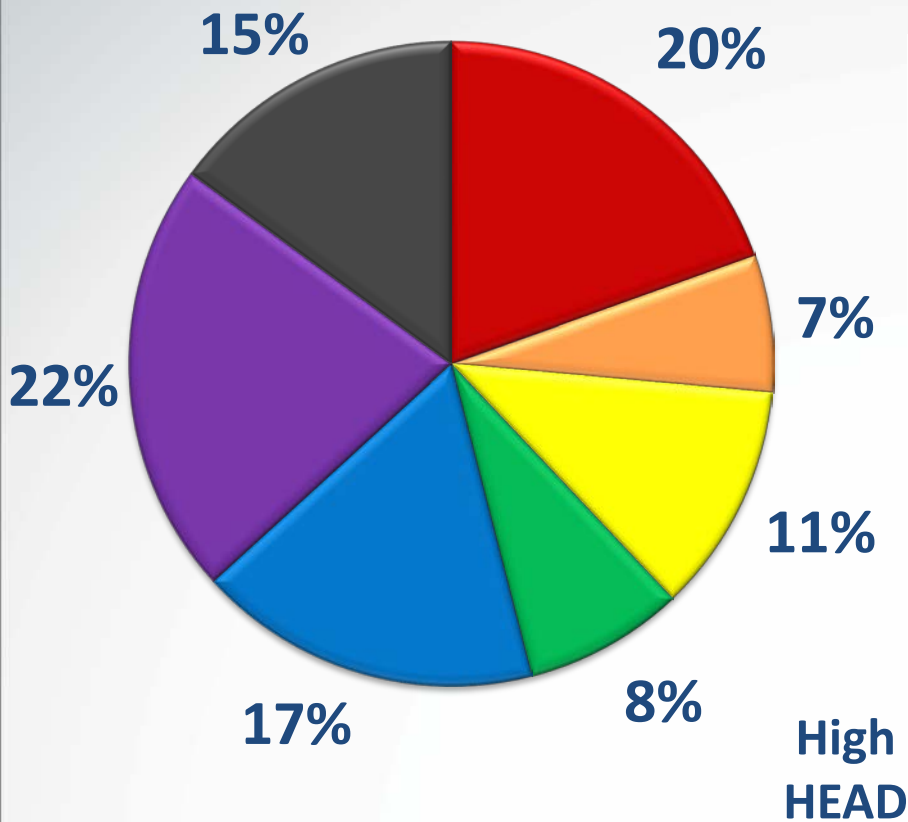
1. What are the strengths of your style as a Change Leader?
2. How does your style sometimes overdo your strengths making you less effective as a Change Leader?
3. What are the blind spots of your style – that is, what can you miss or neglect as a Change Leader?



# The CQ Model – Change Leader Styles



# Research Results: Prevalence of the Change Leader Styles



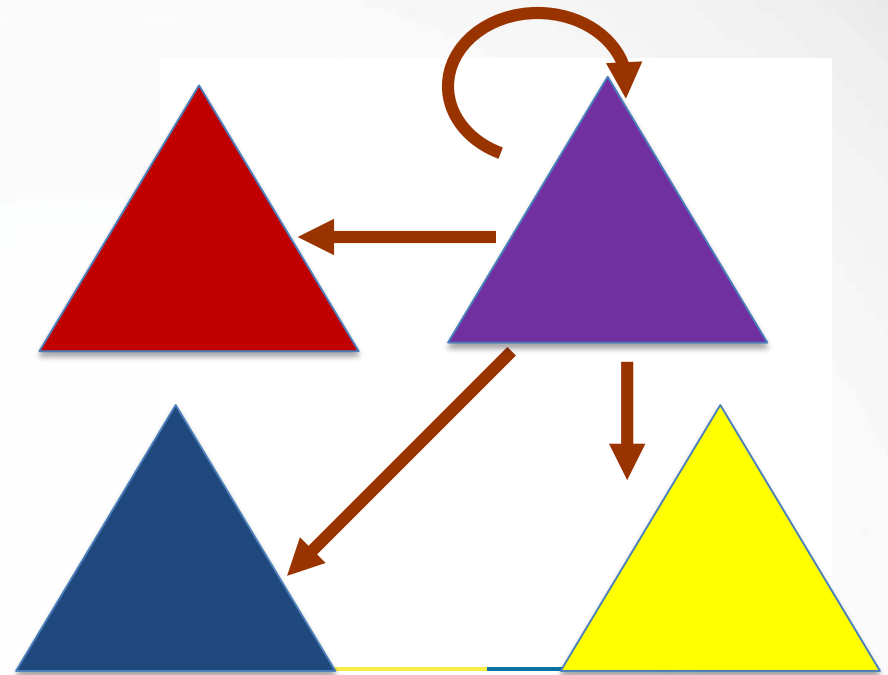
## CQ for YOU.....

Step 1:  
Aware

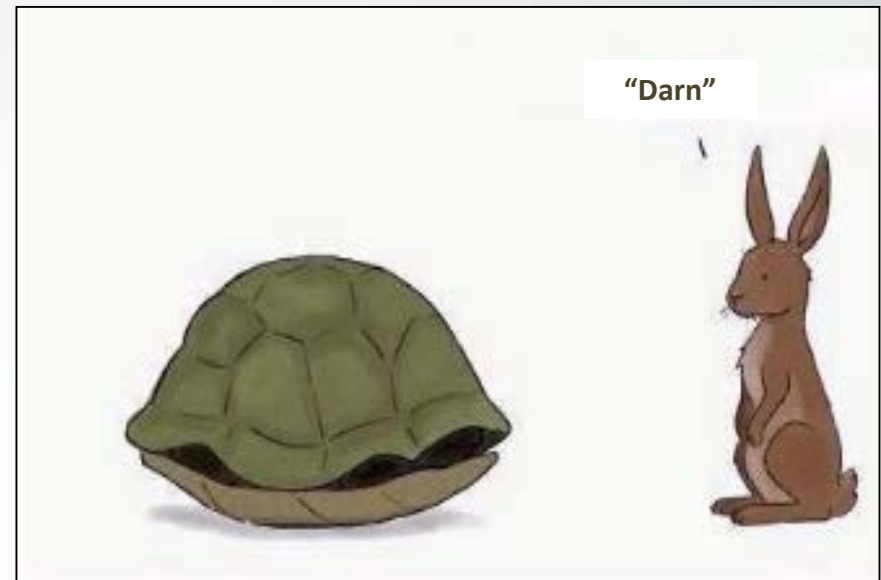
Step 2:  
Adapt

Step 3:  
Act

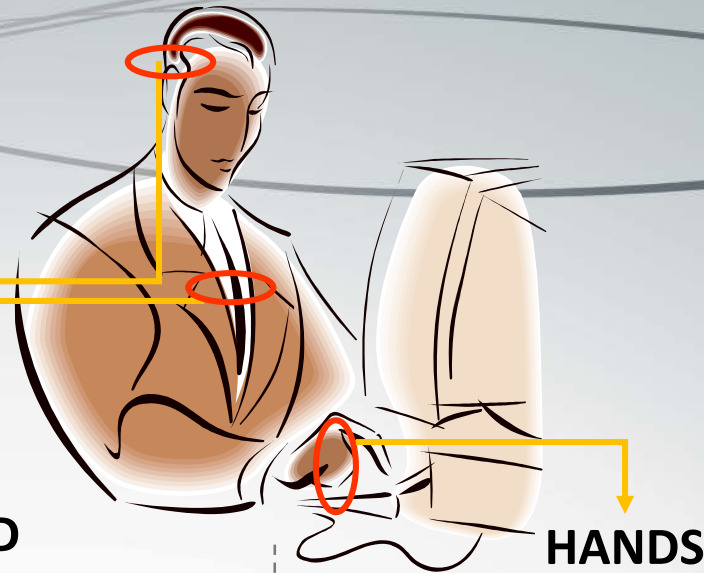
*Become a more powerful  
Change Leader by flexing  
your CQ muscles to be more  
effective across a variety of  
people and situations*



# Adapt and Win!



# CQ - What Leaders Can Do to Engage for Change



**HEART**

**Start with the Heart**



- What's in it for me?
- What's in it for us?
- Deal with my fears!
- Encourage my hopes!

**HEAD**

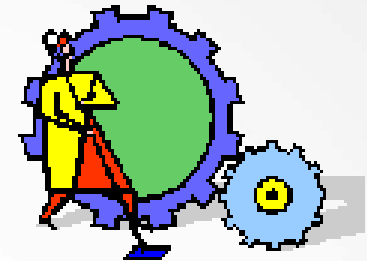
**Engage the Brain**



- What is the change?
- Why are we doing it?
- How will it help my team's objectives?
- The company's goals?

**HANDS**

**Motivate the Movement**



- Give me the tools!
- Give me the training!
- Give me the coaching!
- Get rid of the barriers!

# Awareness to Adaptation to Action

*Questions?*

*Comments?*

*Requests?*



# More CQ Opportunities for You!

**THANK YOU**  
**For Attending this CQ Workshop!**

**Contact Me!**

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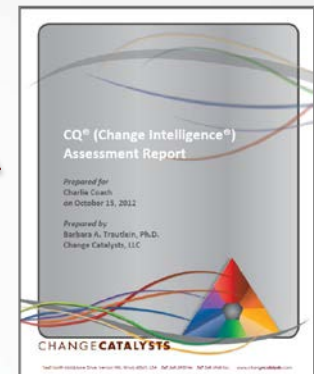
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book!)**



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