

TRCLARK & COMPANY

Advantage[™]



LEADING EPIC CHANGE[®]

Welcome to the 21st Century

The Reality

Organizations must constantly change and adapt to stay competitive. Translation? Managers at all levels must be able to lead change initiatives—anytime, anywhere.

The Challenge

Leading change is not an intuitive skill. A striking 75% of organizational change initiatives fail to meet their original objectives.

The Solution

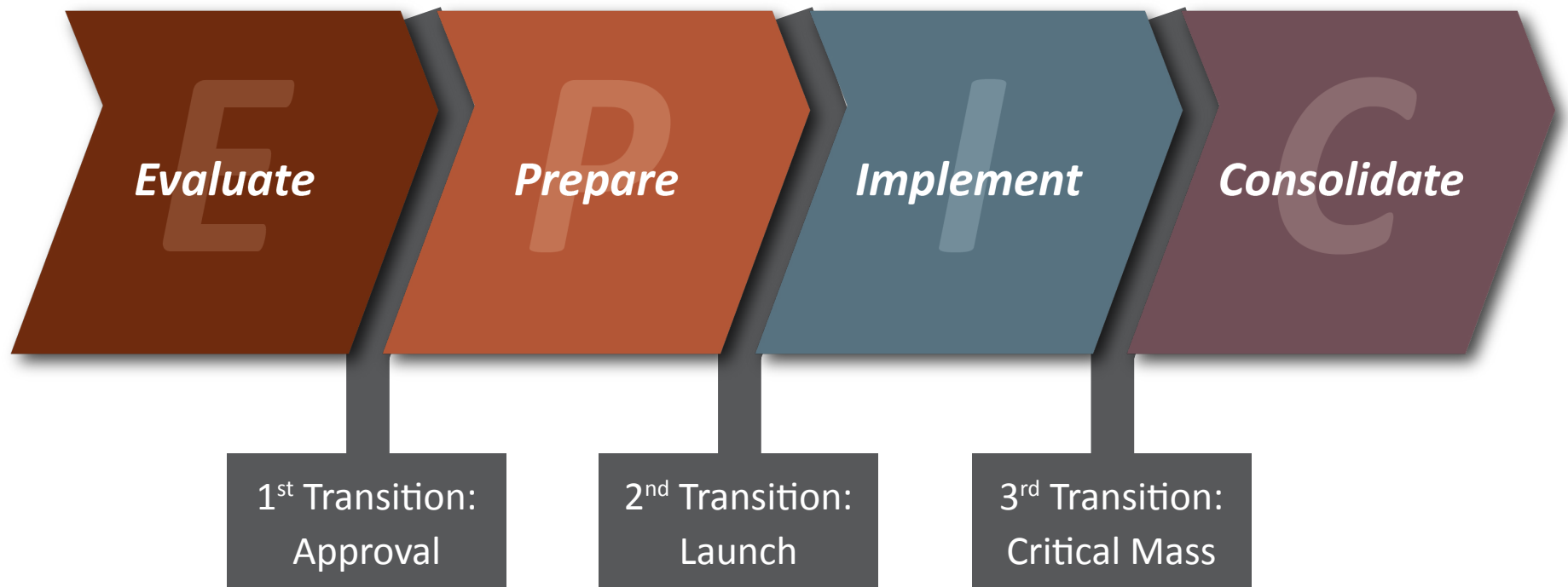
Leading EPIC Change® teaches managers how to apply a set of tools and key behaviors during each of the four EPIC stages of change:

1. **Evaluate**
2. **Prepare**
3. **Implement**
4. **Consolidate**



A Practical and Applied “Tools-Based” Approach

Leading EPIC Change® is designed as a practical and applied approach to meet the needs of managers who are responsible to lead specific change initiatives. Participants learn how to apply 12 powerful and field-tested tools to help them lead change initiatives across the four EPIC stages:



In addition to the EPIC stages, participants identify and prepare for the three “natural transition events”—approval, launch, and critical mass—that separate the four stages, as well as the conditions necessary to progress from stage to stage.

Bring Your Own Change Initiative

As a course requirement, participants bring with them a change initiative they are currently working on. They apply the tools, behaviors, and skills to their own initiative, turning the course into an “imbedded” learning experience.

By the end of the course, participants will have completed an ***EPIC Change Roadmap*** which they take with them. The guide serves as a road map to help them navigate the stages of change and avoid common pitfalls and failure patterns.



Course Objectives



By the end of the course, participants will be able to:

- Systematically apply the EPIC stages framework to a specific initiative.
- Apply tools, skills, and behaviors appropriate for each stage of the process.
- Complete an ***EPIC Change Roadmap*** for a specific change initiative.

In addition, participants will learn to foster an organizational culture of agility and respond to competitive threats and shifting conditions.

Building a Culture of Agility



Overview of the Course

Leading EPIC Change® is a one-day course that consists of five modules and the application of 12 tools:

Tools and Strategies

Module	Stage	Tools
Module 1	Welcome to the 21st Century	<ul style="list-style-type: none">• The EPIC Stages of Change
Module 2	Evaluating Change	<ul style="list-style-type: none">• Cost/Value/Compliance Model• Disruption Curve• Timing Profile• Change Box• Urgency Assessment
Module 3	Preparing for Change	<ul style="list-style-type: none">• U-Curve• Message Map• Coalition Builder
Module 4	Implementing Change	<ul style="list-style-type: none">• Accelerator Guide• Resistance Matrix
Module 5	Consolidating Change	<ul style="list-style-type: none">• Technical/Behavioral/Cultural Progression

Who Should Attend?

- Managers
- Intact Teams
- Cross-functional Teams

Leading EPIC Change® is designed for managers at any level responsible to lead a change initiative, regardless of size or scope.



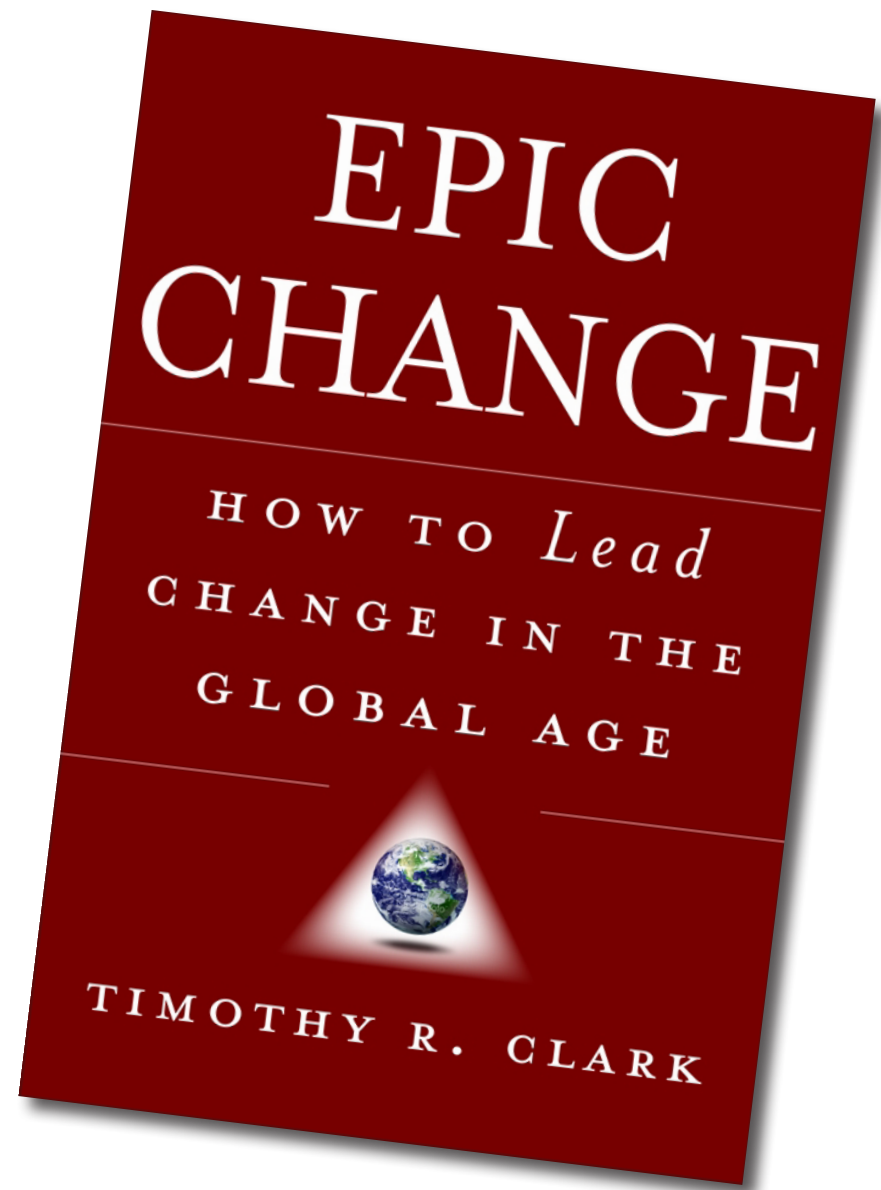


Leading EPIC Change[®] is considered by many organizations to be the most effective hands-on course for equipping managers with a standardized process and set of tools to provide immediate value and impact. Participants from a variety of organizations report that Leading EPIC Change[®] is the most powerful and useful training in change leadership they have ever experienced.

Value and Impact

Where Does Leading Epic Change[®] Come From?

LeadingEPICChange[®] comes from the pioneering work of Dr. Timothy R. Clark and his research of numerous organizations and change initiatives. Many of Dr. Clark's primary findings and tips are found in his book: *Epic Change: How to Lead Change in the Global Age* (Jossey-Bass Publishers).



“*A neo-classic*”
—Dave Ulrich

“*Best business
book of the year*”
—CEO Refresher

“*Absolutely Brilliant*”
—Stephen R. Covey

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- Accor
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- Chevron
- CIGNA
- Columbia University
- Dow
- Eli Lilly
- Environmental Protection Agency
- Genentech
- HCA
- Honeywell
- Idaho National Laboratory
- Intel
- Internal Revenue Service
- Johns Hopkins University
- Ketchum
- Northwestern Memorial Hospital
- Microsoft
- Motorola
- Riverbed Technology
- SelectHealth
- Stanford University
- US Department of Homeland Security
- US Department of Treasury
- University of Notre Dame
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