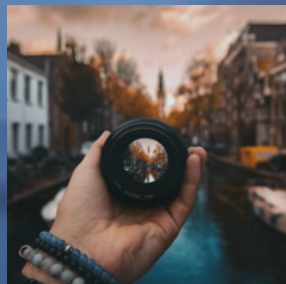


Leading Meaningful Change Essentials Online (LMCEO)

Self-Directed Program



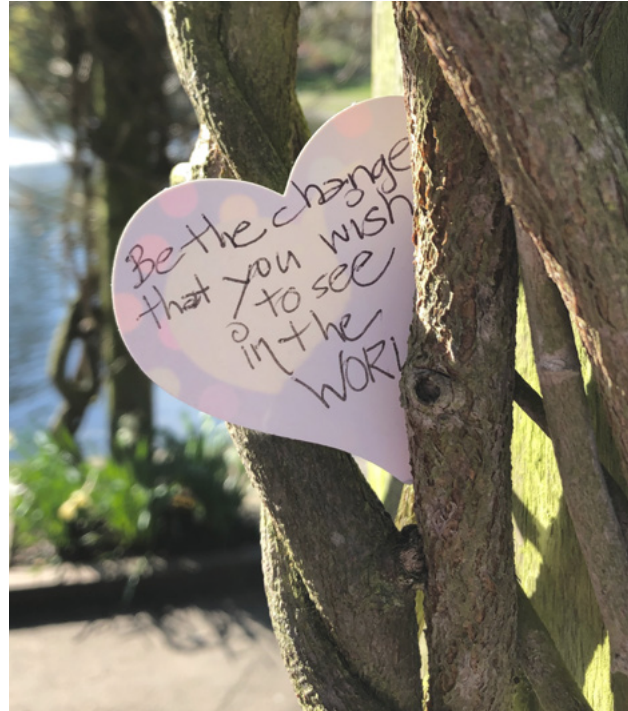
Mastering Meaningful Change

THE LMCEO ADVANTAGE

Unlock Your Potential as a Change Leader

with our LMC Essentials Online course—
designed to provide the tools and insights you
need to lead change effectively and confidently.
In this course, you will:

- discover the power of an asynchronous, self-study online program,
- embrace the freedom to complete the program at your own pace, individually, with your team, or alongside multiple teams within your organization,
- experience the flexibility and scalability of the concepts that can be applied to any type or size of change,
- engage in a blend of self-study and actionable learning activities that can be applied in real time,
- access cost-effective opportunities to develop or enhance your capability to design, lead, and manage change, transition, and transformation, and
- draw inspiration from best practices and key concepts from *Leading Meaningful Change: Capturing The Hearts, Minds and Souls of the People You Lead, Work With and Serve* by Beverley Patwell.



OBJECTIVES

- Discover the LMC framework, principles, key concepts, and tools for leading meaningful change.
- Explore how LMC was brought to life through research, case studies, and wise practices.
- Reflect on your approach to leading meaningful change by experimenting and applying the LMC toolkit to help you lead and manage change in your life and work.

KEY TAKEAWAYS

- *Leading Meaningful Change: Capturing The Hearts, Minds and Souls of the People You Lead, Work With and Serve* by Beverley Patwell (eBook including reading guide)
- 85 lessons, 1 hour of video content, and 50+ exercises
- Three quizzes to assess your understanding of the LMC theory, key concepts, and tools
- 20 hours of supplemental LMC in Action Exercises for individual or team use
- LMC Toolkit and presentation guides for customization of LMC Programs
- LMCEO discussion forum for collaborative learning and sharing with colleagues

TARGET AUDIENCE

Leaders, managers, teams, consultants, coaches, and self-directed learners who want to:

- engage in a self-directed learning experience at your own pace,
- obtain a certificate of completion for professional development credits,
- have access to proven, practical, scalable concepts and tools for leading and managing change, and
- enhance your approach to leading and managing change.

LEARNING OUTCOMES

- Embrace the theory and key concepts of the Leading Meaningful Change (LMC) framework.
- Engage with the research, concepts, case studies, exercises, and tools to nurture your Use-of-Self as an instrument of change.
- Delve into and enrich your change plans, projects, and large-scale initiatives.
- Discover how to fortify teamwork, collaboration, and the partnerships that are key to success.
- Connect with peer learners through an online discussion forum.

COST: \$850 CANADIAN DOLLARS

ENROLL TODAY!

START YOUR JOURNEY TOWARD LEADING MEANINGFUL CHANGE!!

Register now, visit:

www.patwellconsulting.com/programs/leading-meaningful-change/lmc-essentials-online/



TESTIMONIALS

"LMC is a unique blended learning program that demonstrates what is possible in an online learning and community environment. I'm grateful I was able to participate in the Royal Roads LMC program, both for the academic teachings and the experience of learning from Bev and other faculty, the folks in my team and our learning community."

Barb Murphy

Creative Project Management

"Capes optional!"

Participating in Bev Patwell's Leading Meaningful Change course was like embarking on a journey of personal growth during a significant leadership transition at my workplace. As our organization turned a new leaf, this course equipped me with the tools to confidently navigate the change. Bev's extensive expertise and approach to online learning and change management are effective in guiding people who want to do more than follow a change plan. It's about winning hearts, instilling a belief in a greater cause, and achieving results that make you feel invincible—without the need for a cape!"

Erin Beattie

Communications Consultant

Engage + Empower Communications Consulting

"From the Use-of-Self keys, to the wisdom of reframing, the sharing of practical exercises and guides, and with direct access to global experts and leaders - this program will re-boot your organization by capturing the best in your people - their hearts, minds and souls. Lead meaningful change with the excellent tools and talent of Bev Patwell's program, designed for private, public and NGOs of all sizes and at all stages of change."

Jennifer Lavoie,

Founder, Lavoie Public Relations and CESO

International Business Advisor

"In a world where organizational strategy increasingly relies on big data, Bev reminds us that numbers alone can't inspire people to commit to a new direction. Rather people must believe with their 'hearts and souls' in a change in order for it to ultimately succeed and stick. The practical tools and methods Bev outlines in Leading Meaningful Change can help all of us consistently put our people at the center of our change efforts."

Greg Warman

Principal and co-founder, ExperiencePoint

"Beverley Patwell presents a straightforward and practical approach for what everyone needs to be able to achieve 'meaningful change'. This book is a must-read for any change practitioner, as it focuses on two often overlooked critical aspects of successful change: the use of self and winning the hearts and souls of those affected by the change. An essential guide for all who want to optimize change!"

Mark Porter,

Retired Executive Vice President - People & Culture
WestJet Airlines

"Bev has designed and facilitated several change programs for BC Assessment. Her program moved seamlessly in 2020 from a 2 day face to face delivery to virtual classroom in modules. Bev was resourceful and flexible when we needed to redesign the program, working closely with BC Assessment to ensure an optimal learning experience for the manager audience. In addition to her expertise in the subject matter of change Bev has a keen sense of understanding for the challenges managers face in putting theory into practice. Additionally Bev's sense of humour and commitment to quality helped to make working with her a true pleasure."

Ann MacLean,

People Practice Advisor BC Assessment