

Are you ready to become
the agent of change people
need you to be?

There are those of us that are ready to raise our hands, take on the mantle of leadership and help drive change.

We seek change within our personal lives, our businesses or in the society in which we live.

We know things can be different
and want to be part
of that change.

However, to do this we need to
keep **THREE THINGS** in mind.

#1

“No one cares how much you know until they know how much you care”

Theodore Roosevelt

#2

“He who thinks he leads, but has no followers, is only taking a walk.”

John Maxwell

#3

If you cannot communicate change in ways that are listened to, understood, valued, and engaged with, change will not happen!

We need to care about the
people that we wish to lead.

And we need to give them
reason to care about us.

Change comes when people buy into change, become emotionally invested, and have a sense of purpose and belonging.

When everyone understands:

- Where you are going.
- Why you are going there?
- What you will ultimately achieve through change that you cannot achieve now.
- And what the ramifications of failure are.

We must learn how to
communicate change effectively

It is about effectively telling your story, drawing a picture in the minds of those you lead, and giving them a reason, and the tools, to retell it to others.

But none of this happens until you
build trust with those you wish to
influence and lead,
because they must deem you
trustworthy.

Are you curious
about how to become

the agent of change people need
you to be by communicating more
effectively?

Let's talk!

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