

Cascades

What Does it Take to Transform Your Organization, our Industry or Society as a Whole?

If you could make a change—any change you wanted—what would it be?

To truly change the world or even just your little corner of it, you don't need a charismatic leader or a catchy slogan. What you need is a cascade: small groups that are loosely connected but united by a common purpose.

In an era of disruption, the only viable strategy is to adapt. That's why the most important challenge for leaders today is to drive and sustain change. Yet research from McKinsey suggests that only 26% of organizational transformations succeed. Getting people to embrace change is never easy.

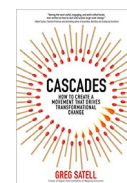
This workshop will help you succeed where so many others fail. Based on the bestselling book, *Cascades*. It leverages decades of research into social and political movements and applies battle-tested principles to organizational transformation.



Creating Movement that Drives Transformational Change

In this highly interactive 2-day workshop, participants will:

- Develop a solid understanding of the factors that lead to transformational change
- Hear true stories of others' transformational change
- Develop a plan for transformational change



Cascades
*How to Create
Movement that Defines
Transformational Change*

[Available on Amazon](#)