



## About Roberta

My name is Roberta Fernandez. I am certified:

- by the National Guild of Hypnotists as a Board Certified Hypnotist
- by the National Guild of Hypnotists as a Certified Instructor
- by the National Guild of Hypnotists in their Complementary Medical Certification in Pain Management from the American School of Clinical Hypnosis, International
- as a Consulting Hypnotist and NLP Master Practitioner by the Minnesota Institute of Advanced Communication Skills
- as a 5-Path Consulting Hypnotist and Certified Professional Hypnosis Instructor with the Banyan Hypnosis Center

I am the author of *Breaking Free from Pain and Opioids: Discovering the Hypnosis Option*. I have 30 years experience in consulting, education, training, and finance, working across public and private sectors. Past clients include Kemps, Pentair, Sam's Club, Starwood VO, JP Morgan Chase, the MPCA and DNR, and many government and educational institutions.

Having used hypnosis successfully in so many ways for myself, I feel compelled to help others become more positive, productive, and purposeful in achieving their life goals.

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## ORGANIZATIONAL CHANGE PROVIDING EFFECTIVE LEADERSHIP IN A CHANGE PROCESS

Change is one of the top causes for stress and burnout in an organization. Most employees hate it and many managers and leaders can be frustrated and/or overwhelmed by it.

Provide your management with tools necessary to prepare their staff to successfully navigate any change process.

# Organizational Change

PROVIDING EFFECTIVE LEADERSHIP  
IN A CHANGE PROCESS



## Full Day Training Agenda:

### Defining Change

- What is change and what control do I have in it?
- Explore why people love it or hate it
- How perspectives and goals influence your attitude about change

### Innovation Diffusion -

- How change happens in an organization
- How change is adopted in a culture
- Why this is at odds with how we implement change in the workplace
- The concept of buy-in

### Vulnerability and Change

- Defining vulnerability
- Vulnerability's relationship to change, innovation and creativity
- Why change makes people feel vulnerable
- The Leadership Manifesto
- The importance of creating an atmosphere of vulnerability

### Mental Models

- Perspective
- The Frame: A tool for managing change and resistance
- Role play and practical application

### Fostering Successful Change

- Changing the person, the issue and the relationship between them
- Understanding the five critical characteristics for successful diffusion
- Creating strategies

### Amoeba

- Metaphor of the Amoeba
- Characters in the Amoeba
- Amoeba Strategy - how to utilize these players in a change process
- Power Differential
- Seven Secret Powers for a Change Agent

### Self Assessment

- Individual time for evaluation
- Develop personal action plan

### Discussion and Application of learning

- How they will put these tools to work
- How these concepts will help them better manage change

Call Roberta today for information and pricing:  
952-934-1315

