

CHANGE  
ANYTHING

# Change Anything

The New Science of Personal Success

The **fastest and surest way** to dramatically improve results is to change human behavior.

Employees who understand **the science behind individual change:**

- ⇒ Accelerate their careers
- ⇒ Secure their job
- ⇒ Save struggling relationships
- ⇒ Improve their health
- ⇒ Become financially stable
- ⇒ Break free of addictions
- ⇒ Eliminate career-limiting habits

Our research shows 97 percent of employees have some career-limiting habit that keeps them from achieving their full potential.

To help individuals overcome years of failed change effort and reach the next level of performance, the authors and researchers of the *New York Times* bestseller, *Change Anything*, have embarked on their largest study of behavior change to date.

They studied the struggles, strategies, trials and triumphs of 5,000 people looking to make big changes. Whether hoping to get a promotion, lose weight, increase sales, or get off drugs, the select few who achieved their goals used the same basic influence strategies—strategies from which the authors distilled a new science of behavior change.

In this engaging presentation, participants will learn to make long-anticipated improvements in their lives, careers, and relationships by applying three breakthrough principles to any challenge.

1. **Escape the willpower trap.** Those who fail, falsely believe they lack willpower. More often, the problem is that they are blind and outnumbered to the many sources of influence shaping their behavior.
2. **Be the scientist and the subject.** Those who succeed develop and refine a completely unique theory of change tailored to their individual needs.
3. **Turn bad days into good data.** The successful few care less about dramatic success than they do about incremental learning.

Contact us to **book this speech today!**

The science delivered in this hands-on presentation will empower those who believe and understand that changing their own behavior is the most reliable path to achieving their personal and professional goals.

**Length:** 1 to 3 hours

**Audience:** General to Executive Level

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