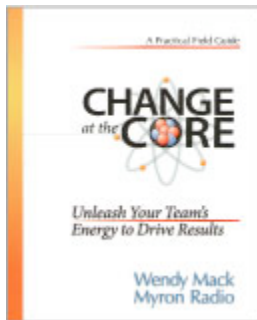


# Change at the Core

**Did you know that 70 percent of change efforts fail?**

**Learn how to get better results with *Change at the Core*  
– a revolutionary approach to change leadership!**



In this practical book, Wendy Mack and Myron Radio introduce a process for leading change by leveraging the energy that is at the core of every person in your organization.

Learn how to help your team members embrace and accelerate change efforts by unleashing each person's style, passion, and mindset.

**The 4-step implementation plan, real-life case studies, and valuable tools and worksheets will help you:**

- Understand and unleash internal energy.
- Predict how individuals will react and adapt to change.
- Preemptively address negative emotions.
- Engage, empower, and align your people for joint success.