

## Key Change Institute Endorsements

*"The brilliance of this system is that it prepares you to get people to change, with cooperation, even when they don't want to change or when they don't know they need to change. I was very honest and direct with my team and it helped a lot to know which type of skills we needed as a team. I was able to guide my team to results, without compromising my expectations. It's difficult but just because we are going through this merger doesn't mean we can afford to leave our sales goals unmet. Thanks to the process, the team responded very well to the change. I think it was because we gave them tools to achieve what we demanded of them."*

- VP Sales, Pharmaceuticals Industry

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*"The results and especially moving past resistance so elegantly and easily were incredible. If it wasn't for overcoming resistance and internal politics in this way, the change initiative would have failed just like it did in the past. That wasn't the case here. It is truly remarkable...once people have the ability to get what they want effectively, they stop investing in dysfunctional habits. It makes everything seem so easy except it is one of the most difficult things to do."*

- Director of HR and Operations, Transportation Industry

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*"What I have noticed is that sales people are now much more natural around clients. I see them much more receptive and they have been asking for advice and sharing problems much more freely with more senior sales people on the team. It used to be that if anyone offered them feedback they would find some excuse to cut the conversation short. Now they really listen and the listen to clients too. We have measured and seen clear improvement of sales ratios. The program has accelerated their learning curve."*

- Sales Director, Pharmaceuticals Industry

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*"Our success was a great breakthrough in communication and cooperation. Going in, we each had our own perspective on what should change, but the targeted approach of the process gave us as a team the specific keys we needed in order to agree and design the right solution. We couldn't be more grateful."*

- COO, Manufacturing Industry

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*"...the transformation we experienced in the R&D team was nothing short of miraculous. The consultants provided the manager with a clear, highly effective approach, guiding him step by step through a delicate job."*

- VP of HR, Medical Technology Industry

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*"This is our first time working with a consulting company. I wanted to try this solution because unlike other things I was offered in the past it did not pretend to know what we need, instead it made our team better at using what we know. Now we can continue doing the many things we did right before but the benefit is that our own principles have come to the surface and we now know how to use them deliberately making our culture even stronger. This clarity throughout the ranks is of great benefit. I can't recommend this solution enough."*

- CEO, Security Software Industry

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*"...the results are inspiring. The gap between middle management and senior management is bridged. People are taking initiative, taking responsibility for their own results and efforts. As we predicted we are starting to see signs of increase in sales and reduced expenses. What's interesting is that now that our managers have learned how to get productivity up the teams seem to have access to many of the tools we gave them in the past."*

- Director of HR and Operations, Insurance Industry

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*"We appreciated the breakthroughs that allowed us to make a transition to a new evaluation process. It was really hard to get to our managers and make them see the value of the new system. This workshop really gave them the perspective they needed in order for them to make the evaluation process work with their own management style."*

- HR Director, Defense Industry

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*"The program was exciting and it was wonderful to discover something we can easily do differently to increase innovation which is one of our organizational goals. Managers have changed their approach and are much more tolerant of thought through failure and there is much more goal driven experimentation going on. Overall, it has been a great success."*

- Executive VP of Regional Innovation, Telecom Industry

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*"The process put our vision to practice. Getting the IT team to open up was a lot like turning a light switch from off to on. My team was familiar with the resistance to cooperate with customer care...we didn't realize how important it was to overcome the resistance that came from fundamentally seeing things differently. It was as if, until that point, we were talking two very different languages and all of sudden we were speaking the same language."*

- VP of Sales and Customer Care, Security Software Industry

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*"I have always believed in Marcus's abilities as a person, but when it came to his growth I was genuinely concerned. This process gave Marcus an opportunity to do so much more than either one of us could access without it. Marcus and I still have conversations about things he needs to pay attention to, but his ability to balance his time and prioritize correctly have improved in a meaningful way."*

- Manager, IT Industry

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*"The great value we gained from this process was that people understood the importance of following the training. There was nothing wrong with the system itself but there was something blocking people from using it correctly. It was a relief that everyone finally cooperated. We have been struggling with it for a while and it was like the problems were solved rather suddenly."*

- Head of Development Team, Medical Industry

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*"I was initially concerned that Stephan would not want to cooperate with this solution. He wasn't excited about it initially or, frankly, at any stage, but the realistic approach to goals helped a great deal. I think the sense of fairness...he knew we were trying to focus on his perspective too, made all the difference. After five weeks, we started seeing great changes in how Stephan interacts with everyone around him."*

- COO, Biotech Industry

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*"This process seems to have worked with unexpected results and very suddenly. I came back from a business trip and found a different organization. It's like something inside my team turned on and now it can never be turned off again."*

- Probal DasGupta, CEO, Altisap

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*"It is truly amazing to see people finally get the importance of the procedures and regulations. It seems like until now everyone had their own idea of how things should be done and now we are all working in the same direction completely aligned. Now that we have our quality under control we look forward to creating new opportunities."*

- HR Director, Manufacturing Industry

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*"What makes this solution unique is that it's less talking about the problem or defining the solution and more about putting the new solution into action almost from day one. Even though we were invested in the results before, and we have great respect for the professionals we worked with in the past, this is the first time we have seen clear unmistakable movement."*

- COO, Services Industry

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*"The impressive thing about this solution is how fast it affected both Michael and his team. The team started noticing changes in Michael's performances in a matter of weeks and I can say without reservation that this is the single most impactful thing we could have done for Michael and the team."*

- Senior Manager, Insurance Industry

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*"It really was the job of our managers to get the teams on board but they didn't have the tools to get people where they needed to be. Getting access to this important new knowledge made the transition seamless."*

- CEO, IT Industry

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*"The process allowed us to tap into the great talent our professional channel had to offer. These individuals were top achievers in their previous roles and now most of them are top achievers in more senior positions...their people skills have improved and we see much more of their contribution and more team work instead of the directive, micro-managed style they used before."*

- VP of HR, Semiconductor Industry

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*"This process is fun! The team was really enjoying the stories and case studies we shared and suddenly, without noticing it, they have also developed better sales skills. Thanks to this process and to the fact it built the manager's leadership abilities, we have seen a significant and consistent increase in sales."*

- Owner, Insurance Industry

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*"We are so impressed with this transformation, its wide impact and sustainability. This is particularly exciting because of the short time it took us to engage our people to use it. I have never understood what is at the heart of organizational change as I understand it now. This process not only allowed us to achieve the transformation we were looking to establish, it built our capacity to continually change and adapt throughout the organization."*

- Greg Flickinger, Director of Manufacturing, Snyder's-Lance

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*"The results were clear and unmistakable, achieved in a short time and we have every reason to believe the transformation will last. Seeing a leader change so quickly is a wonder...the most impressive thing is that the staff noticed the changes in big things, but also in everyday things...naturally customer satisfaction survey are showing great results as well."*

- President and COO, Medical Industry

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*"This process is absolutely brilliant. It cuts through the confusion, allowing us to pin point exactly what we needed to invest in, and then it got everyone to execute it consistently. We were impressed by how seamless and deliberate the solution was and couldn't be more pleased with the results."*

President, High Tech Industry