

Change Anything On-Ramp Services



Executive Facilitator: John Bourke, EVP Client Services



As an executive strategist, master influencer and organizational consultant, John has developed a reputation for his ability to partner with corporate clients in a way that guides toward mutually-held performance outcomes. As a certified master trainer in Crucial Conversations and Confrontations, John exhibits unparalleled skill in making the intangible tangible. Specifically, his clients praise him for transferring the required skills for building sustainable trust, integrity and influence within corporate settings.

John is a master at influencing change around persistent and resistant issues of profound importance. He has worked with hundreds of organizations and corporate leaders to transfer the skills, principles and strategies required to achieve sustainable success in the toughest of environments. John designed and facilitated the country's first community forum for Colin Powell's America's Promise from the Presidents'

Summit for America's Future. He also partnered with Bono and the Board of Directors of DATA, (the philanthropic organization founded by Bono to eradicate the root causes of African poverty) to design and facilitate their global strategic planning process.

John holds his B.Sc. degree from Boston College and his M.S. degree from Syracuse University where his thesis was awarded the Marjorie Hooker Prize. His graduate work was funded through a grant of Syracuse University for his pioneering work in using education to reform inmates in the maximum-security prison environment. In 1993 he launched Bourke & Associates, a premier organizational development consultancy, after nearly 15 years with the Atlantic Richfield Company where he had extensive experience in oil and gas exploration, external affairs and industry relations.

On-Ramp Services

Half-Day Change Anything "Go-Live" Event

This session is conducted by one of our executive subject matter experts (author facilitation is optional) in-person and onsite with your company. A cost efficient, interactive, web-based format that includes award winning instructional videos is also available. Clients are encouraged to select a core team of about 20 potential "opinion leaders" to participate. Participants may also include executive leadership, managers, advisors, and any potential Change Anything users. Each participant receives a copy of Influencer signed by the authors. This step not only provides a tailored and effective orientation to the Influencer methodology - it also serves as a highly leveraged step in the early engagement of the influence leaders within your organization.

Story Collector Behavior Scan

This is a powerful feature of ChangeAnything.com that utilizes stories told by users to identify the "status quo" behaviors that are barriers or enablers to success. The core client team assists the Change Anything content team in the customization of the story collector format. The client identifies demographic segments within the target population for the "behavior scan". Utilizing a self-ranking system wherein survey respondents demarcate the degree to which their accounts represent pervasive, resistant and immovable status quo behaviors, the Story Collector results are sorted giving us the ability to show direct linkage between behaviors and prevailing failure modes. The Change Anything Team facilitates the analysis via a teleconference meeting to arrive at specific crucial moments (times of heightened risk) and tailored vital behaviors required to create sustainable change.



On-Ramp Services (cont.)

Change Plan Creation & Launch

Based on the results of Story Collector, the client creates their preliminary six-source Change Plan. The Change Anything research team will assist in a virtual session to validate and polish the selected change plan tactics. We recommend that key opinion leaders from constituent groups also participate in this process. Following this experience most clients tend to create additional Change Plans on their own as warranted or desired.

The Change Anything team provides template-driven support to assist the client in crafting an effective launch plan. The launch strategy can also include assistance from the Change Anything Team in the production of a short, customized, introductory video presentation with one of our authors. Author videos typically describe how the Change Anything platform is designed to help their organization reach a specific goal as well as how it can be used to help employees reach and sustain their personal goals. Change Anything schedules a “go-live” or kick-off webinar where participating users can learn how to get started. Webinars can be recorded for on-demand access later.

User Engagement Review & Post-Launch Maintenance

The Change Anything Team and the Client Core Team convene monthly conference calls for the first six months following the launch of Change Anything to review performance reports on ChangeAnything.com and to discuss any new Change Plans or modifications to Change Plans that may be necessary.

The first six-months are typically a period of great learning in which the Change Anything Research team helps the client turn “bad days” into “good-data”. The goal is to insure that employees are moving along the path of becoming change-agents wherein they are progressively smarter at influencing their own behaviors and the behavior of others. These monthly meetings help clients maintain their footing and focus in the iterative process of evolving their Change Plan ensemble of six-source tactics to yield sustainable success.

Fees

Services

Pricing

Change Anything Go-Live Event—on-site	\$15,000
Change Anything Go-Live Event—online	\$7,500
Story Collector tool access (one time use, up to 1,000 participants)	Complimentary with a ChangeAnything.com licenses
Change Plan Creation facilitation including Story Collector analysis facilitation	\$10,000
100 - 499 users: \$60/user 500 - 999 users: \$50/user 1,000 – 1,999 users: \$40/user 2,000 – 4,999 users: \$30/user 5,000 + users: \$20/user	Starting at \$6,000 for 100 licenses
ChangeAnything.com Launch strategy	Complimentary with a ChangeAnything.com licenses
User Engagement Review & Post-Launch Maintenance	Complimentary with a ChangeAnything.com licenses