

# Introducing the AMA Alliance Annual Meeting

Tuesday, June 11<sup>th</sup>, 2019

**Keynote Installation Speaker: Barbara A. Trautlein, PhD.**



**Barbara A. Trautlein, PhD** is author of the best-selling book *Change Intelligence: Use the Power of CQ to Lead Change that Sticks*, principal and founder of Change Catalysts, and originator of the CQ System for Developing Change Intelligent Leaders and Organizations.

Why are we so reluctant to make changes? Is it because familiarity is comforting? Maybe leaders do not prepare those below them properly and bring them along in the process. Leaders often isolate themselves from the changes they implement and expect volunteers/workers/members who will be impacted to accept and implement the changes without proper training--to "Just do it!" This sets a scene for failure, frustration and fear.

Join us on Tuesday morning to hear Barbara Trautlein, our Installation Keynote Speaker, explain in her energetic and understandable presentation how to engage leaders, members and organizations to make successful organizational changes.



Her book, *Change Intelligence: Use of Power of CQ to Lead Change that Sticks* will be available for purchase after her presentation.

For over 30 years, Barbara has coached executives, trained leaders at all levels, certified change agents, and facilitated mission-critical change management initiatives - achieving bottom-line business and powerful leadership results for clients. In 2015 she had the honor of being awarded Change Management Consultant of the Year by the Association of Change Management Professionals (ACMP) Midwest Chapter. She is gifted at sharing strategies and tactics that are accessible, actionable, and immediately applicable. Her blend of global research and in-the-trenches expertise makes her an in-demand speaker at conferences around the world. Barbara has a unique ability to connect with her audiences, from C-level executives in Fortune 500 organizations to front line employees, and across industries, from steel mills to sales teams, refineries to retail outlets, and healthcare to high tech. Clients served include Abbott Laboratories, AbbVie, the American Dental Association, Ascension Healthcare, Baxter International, McKesson, Rush Medical Center, and University Hospitals. Barbara holds a doctorate in Organizational Psychology from the University of Michigan.