

Mary Lou Panzano

Empowering Leaders Through Change

- Proven, Proprietary Formula Transformed Corporations and Non-profits
- Achieve Sustainable Change
- Overcome Change Fatigue



My Story

I spent over 40 years in the corporate arena at three global companies, with more than 30 years leading employee communications for major change initiatives. It was exhausting and frustrating at first when all the effort we invested into communicating the change programs didn't quite achieve the expected outcome. I felt like we were wasting a lot of time, money, and energy and not making progress. ***There had to be a better way.***

Over time, I developed the 4Cs Change Framework™, based on *clarity, connection, caring, and courage*, which helped my team and me deliver award-winning, effective change communications. After my brother passed away a few weeks before his 61st birthday, I felt called to leave my demanding, stressful role in executive communications and pursue what I had always wanted to do: teach. ***Now, I empower leaders through change so they can prosper at work, in their careers, and in their lives.***

Topics

- The Way You Think About Change is Dead Wrong: 21st C Leadership Essentials to Drive Effective Change
- The Four Secret Ingredients for Effective Change Plus 12 Ways to Make it Stick
- Confessions of a Communications Exec: Four Mistakes When Leading Change and How to Fix Them

Audience Takeaways

- ✓ Discover the four main reasons most change efforts fail, including the ones you want for yourself.
- ✓ Learn the 4Cs Change Framework™ and how to apply it successfully at work and in life.
- ✓ Explore essential behaviors that enhance leadership skills, create a competitive advantage, and lead to a more prosperous business, career, and life.

Format and Venue Options, In-Person or Virtual

- **Conferences & Webinars:** Keynote or breakout, panelist or Q&A
- **Corporations / Leadership Offsites:** Keynote or workshop applying the 4Cs Change Framework™ in real-time
- **Universities & Colleges:** Guest lecture with case studies
- **Podcasts:** Interview or Q&A

About Mary Lou Panzano



Mary Lou Panzano is an award-winning communications executive with over 35 years of experience in employee communications at global companies, helping leaders successfully guide strategic organizational change initiatives. She is a certified leadership coach, communications advisor, speaker, and international best-selling co-author with a passion for helping people succeed through any change they wish to make in business or in their lives. Mary Lou is co-author of the book, [Cracking the Rich Code, Volume 18](#). Her solo book, *Cementing Change: Cracking the Code for Communications that Work*, will be published in 2026.



"Mary Lou's talk and insights were for sure a highlight from the day!"
Group Vice President, Ruder Finn

"Mary Lou gave a terrific presentation. On target and so relevant for our audience."
Program Director, The Conference Board

"You are guaranteed to learn, laugh, and make an impact using Mary Lou's approach."
Director of Internal Communications, Daiichi Sankyo Inc.

Speaker Fee to be Negotiated.

M: 908.300.0674 | ml@helppeopleprosper.com | [Mary Lou Panzano](#) | [LinkedIn](#)

