



Mary Lou Panzano

## Topics

- ❖ **The Way You Think About Change is Dead Wrong**  
21<sup>st</sup> 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 Executive**  
Four Mistakes When Leading Change and How to Fix Them

*"Mary Lou gave a terrific presentation. On target and so relevant for our audience."*

Danielle, Program Director, The Conference Board

## 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.

## My Story

I help leaders navigate change with clarity, confidence, and heart, so people and organizations can thrive.

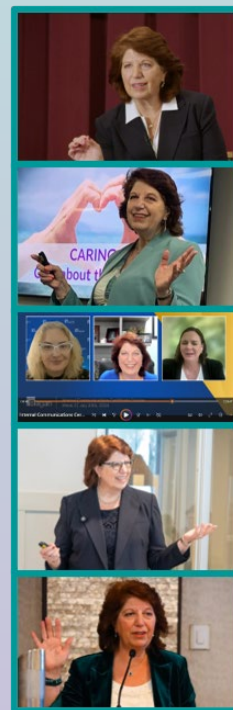
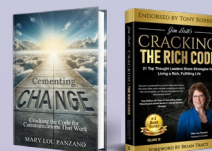
For more than four decades, I've helped leaders and teams navigate complex, high-stakes change. Along the way, I saw a common problem: a heavy focus on strategy and execution, while overlooking the human side of change. This left people disengaged, resistant, or uncertain and revealed how often **change initiatives fail** despite significant investment.

That realization led me to develop the **4Cs Change Framework™** grounded in clarity, connection, caring, and courage. This award-winning approach delivered lasting results: **stronger leaders and more engaged employees**.

A personal turning point led me to leave executive life and focus on what I felt called to do: teach, coach, and write. Now I **guide leaders through change** in business and life with greater clarity, purpose, and impact -- and far less stress.

## My Books

- ❖ *Cementing Change: Cracking the Code for Communications That Work*
- ❖ *Cracking the Rich Code, Vol. 18 - Anthology*



*"Mary Lou shared a simple, intriguing and practical approach to leading change and presented in an innovative, creative and engaging way."*

Bridget K., Conference Planner

