

The Change Quest™ Model

the brain-based approach to leading change



The **Change Quest Model** is a brain science–based training program that helps individuals and organizations drive successful change. Change is a journey, not an event. The reason 50-70% of change initiatives fail is that typical approaches to managing change don't take into account human biology and that we are wired to resist change. But once you understand the four brain structures activated by change, you can intentionally mitigate their effects, increasing people's adaptability and resilience. This groundbreaking approach will give participants new tools and strategies they can implement immediately.

During this engaging learning experience, participants will discover:

Types of change

Not all change is created equal. Change initiatives can be plotted against how long they take to roll out and how much disruption they will cause. Learn how to identify and map the four main types of changes.

Levels of motivation

People are motivated for change based on how much choice they have and whether they want or desire the change. Learn to assess people's motivation for any specific change and gain important insight about the leadership skills needed to move them forward.

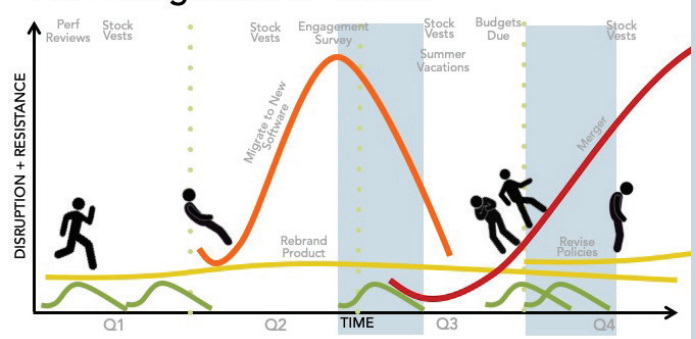
Brain activation

There are four key brain structures that can be activated by change. Learn how to identify which brain structures are involved with any change and how to mitigate their effects.

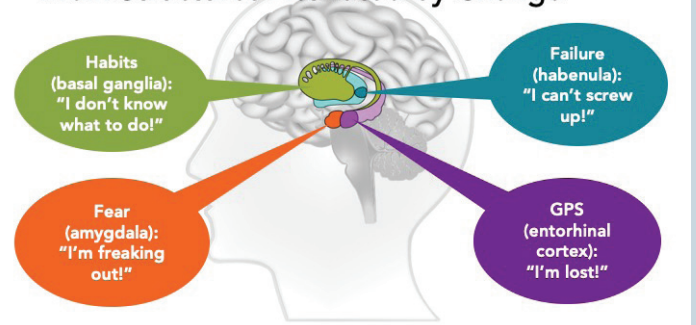
Roles of leaders

Successful change is co-created by everyone in the organization. Learn how the roles of employees, managers, and leaders differ and how to empower each group to perform at their best.

The Change Quest™ Model



Brain Structures Activated by Change

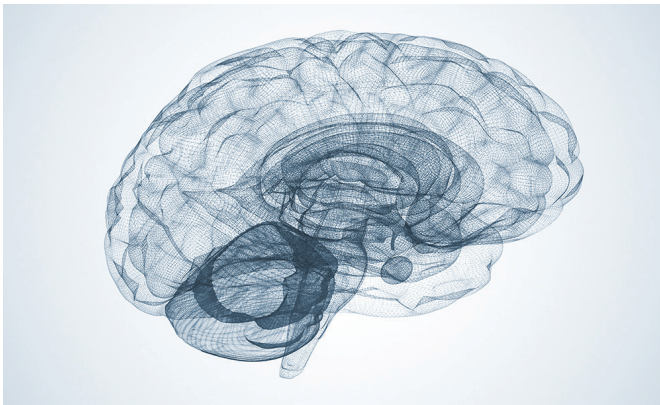


Based on the best-selling book, *Wired to Resist*

by Dr. Britt Andreatta, an internationally recognized thought leader with over 10 million views of her learning programs worldwide



Learn how to drive successful change every time.



What sets this change approach apart?

- Brain science-based solution with proven effectiveness across all kinds of organizations and industries
- Immediately intuitive and easy to apply to both professional and personal change
- Can be used for general skill building or to scaffold a new change initiative
- Creates a shared language and approach to change
- 100% customizable to your context and culture
- Interactive and engaging learning experience with strategies participants can implement immediately

The program includes:

- **4 visually stunning presentation decks** with content specific to senior leaders, managers, and the recipients of change (i.e., employees, customers, etc.)—each has a learning arc of ground-breaking content that drives “aha moments” and behavior change
- **35+ videos of Dr. Andreatta teaching** the content, which you can use to learn how to deliver the content and/or show to your audiences
- **3 timer movies** you can insert into the deck to keep exercises and discussions on track
- **50+ hands-on activities** to drive sustainable behavior change with hands-on practice and application
- **1 copy of the book**
Wired to Resist: The Brain Science of Why Change Fails and a New Model for Driving Success (PDF)
- **Feedback from Dr. Britt Andreatta** throughout the certification process



Happy customers:

“The Change Quest™ Model is captivating and provides great ‘hard facts’ to the experiences I’ve had leading change over 22 years. I’m co-owner of a consulting firm and my entire team is certified because this model is so much better than others we’ve used.”

Andy Kindler, Xcellero

“The Change Quest™ Model was a huge success with our managers. Comments from learners: ‘Absolute best!! I want it taught in my agency to management & staff,’ and ‘Change management is so challenging. Loved learning about the science behind it.’”

Grace Berman, City of Denver

“Wonderful content, beautiful visuals and relevant activities! The theme and common language used is relatable to everyone, from executives to the frontline. It has been instrumental in shifting the dialogue about change across our organization.”

Nichole Prolifka, Protolabs

To get started, visit BrittAndreatta.com/Training