

Making Change Simple

Embrace the power of Simplification to boost the effectiveness of change initiatives.

This presentation is aimed at professionals who are looking for a simple and pragmatic formula to enhance the success rate of a change project (personal behaviour or organisational change projects).

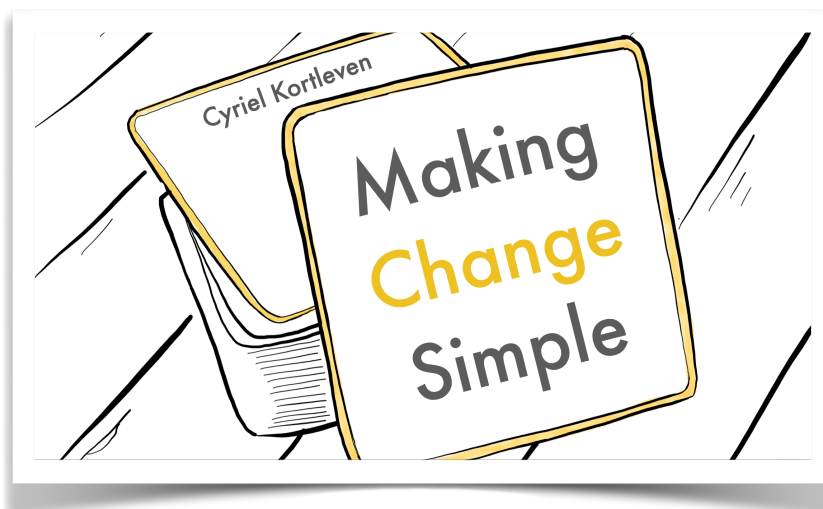
Explore the fascinating 'Brainflick' metaphor, where you'll delve into the workings of our unconscious mind in decision-making. And discover how we can use simple principles to steer our unconscious mind in the direction of the desired behaviour. The key to overcoming common obstacles in change projects lies in creating momentum and engagement by focusing on 3 principles: Make it Specific, Smooth and Small.

Specific: Define clear goals and translate them into tangible behaviours. Create a vivid image of desired change and trust the locals to make it specific.

Smooth: Follow the path of the least resistance to engage your people. Give them autonomy, security and energy to go along in the desired change.

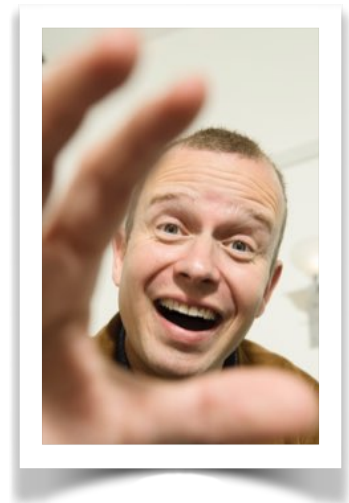
Small: Take incremental steps that lead to significant change, acknowledging that action today shapes a brighter future.

You will of course taste Cyriel's signature with pragmatic tools, interactive exercises, inspiring examples, and the necessary humor to elevate your change initiative to the next successful level. Ready. Set. Go.



Cyriel Kortleven - Making Change Simple

For more than 20 years, Cyriel Kortleven has been inspiring organisations like IKEA, NASA and Unilever to approach Change with courage, confidence and enthusiasm. His pragmatic advice has earned him the nickname The Simplifier. In an increasingly complex world, we need new simple perspectives to enable us to navigate uncertainty and to turn problems into opportunities.



Be ready for practical tips & tools to help you as a leader drive behavioural change. Your audience will be armed with new language and a boost of energy to transform the fear of change into a positive attitude towards the goals you want to achieve. Cyriel uses interaction and humour to create a context where people think and feel differently to reignite their appetite for creativity, taking risks and achieving ambitious results.

Don't mind the change. Change your Mind.

More than 333+ recommendations on [Cyriel's LinkedIn profile](#).



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