HiCue speakers
Higher Content & Inspiration



CASSANDRA WORTHY

Change Management Thought Leader & Founder and CEO of Change Enthusiasm Global

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- The world's leading expert on Change Enthusiasm®
- Disruption, Transformation and Culture Shift Enthusiast
- A truly disruptive change management thought-leader that helps companies build organizational resilience and adaptability
- Gives people the framework to transform their fear of change into fuel for personal and organizational growth
- Two-time TEDx speaker, sharing her authentic message of resilience to millions all over the world
- Author of Change Enthusiasm: How to Harness the Power of Emotion for Leadership and Success

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Cassandra Worthy is Founder & CEO of Change Enthusiasm® Global, a well-respected Leadership Development and Consulting company. She is a former Fortune 100 Innovation Leader, highly dynamic speaker & presenter, chemical engineer, but above all else the world's leading expert on Change Enthusiasm®

With contagious energy that radiates throughout every room she steps into, Cassandra Worthy is the world's truly DISRUPTIVE thought-leader on CHANGE that companies need to build organizational resilience and adaptability. During times of major shift such as merger, acquisition, organizational restructure, new systems integration, and market disruption RARELY do businesses ever face the tumultuous emotional landscape of the organization head-on. Only 10% of successful change adoption is about know-how…the other 90% is squarely centered on an organization's motivation and willingness to embrace the change. Without addressing the emotions standing in the way of motivation, any transformation journey is stopped in its tracks. This is where Cassandra steps in. She has created and cultivated the unique strategy of Change Enthusiasm® which is arming individuals around the world with the means to harness the power of emotion, a resource in infinite supply, to embrace and accelerate change and transformation journeys. Cassandra's message nurtures highly resilient and adaptable organizations beginning at the heart of the individual.

Cassandra's client base spans the Fortune 500 and larger all over the world including Procter & Gamble, Allstate, Jones Lang LaSalle, Centene Corporation, ConferenceDirect, and WeWork. Cassandra invigorates and inspires organizations, C-suite executives, and business associations alike going through significant change, disruption, and transformation. Cassandra's customized keynote and workshop programs motivate the workforce to embrace Change Enthusiasm® and subsequently become self-actualized in working towards a change vision. In her leadership-centric presentations, she is not only sharing this unique strategy of Change Enthusiasm® but also 10+ years of M&A experience distilled down into the critical leadership traits required to lead with exception during high-stress times of change and transformation.

Why Cassandra Worthy?

Unparalleled Energy:

Cassandra lights up any room she walks into. She has an inexplicable radiance that captivates and mesmerizes any and every audience. Known for this energy and presence, she is often a top-rated conference presenter.

Corporate Savvy + Engineering Mindset:

As a chemical engineer having worked nearly two decades in the CPG industry, Cassandra speaks the language of your audience. Leveraging her pragmatic, engineering mindset she has created a way to talk about how to harness the emotions of change in a practical, non-WOO-WOO, actionable way.

Relatable Messaging:

In Change Enthusiasm®, Cassandra is bringing something truly unique and fresh. This strategy is taking the business world by storm, for the first time simplifying how to shift the macroscopic cultural mindset to embrace change through motivating the individual at the microscopic level.

'Perfect-Fit' Customization:

Cassandra works with every client to intimately understand their unique change challenges and tension points to ensure maximum resonance of her message.

TEMAS

Cassandra tailors each presentation to the needs of her audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Change
- Leadership
- Team building
- Transformation
- Inspiration
- Corporate culture
- Resilience

PROGRAMAS

GROW THROUGH CHANGE:

15 years of real-world M&A experience distilled into instantly-applicable mindset, behavior, and tools to grow through change.

Cassandra Worthy is a highly sought-after consultant, speaker, and Change Enthusiast, who is sharing her revolutionary approach for not only embracing change but using it to propel you to heights you never imagined.

Change Enthusiasm: How to Harness the Power of Emotion for Leadership and Success

Only 10 percent of successful change adoption is about know how...the other 90 percent is centered squarely on the motivation and willingness to accept the change. Cassandra explains that if you don't address the emotions surrounding change then your transformation journey will be stopped in its tracks.

Cassandra's practical yet inspiring strategies can inspire anyone to authentically embrace change and find their own unique power of resilience during turbulent times. Using insights gleaned from her life, those of her clients, as well as the tools and exercises she has refined over the years, Cassandra Worthy has written the playbook for anyone leading, influencing, going through, or embarking upon change.

MASTERING THE CHEMISTRY OF CHANGE: EMPOWERMENT TO ALLOW YOUR INNER ROCK STAR TO SHINE

In her highest demanded keynote, Cassandra Worthy, chemical engineer and world-leading expert on Change Enthusiasm®, shares her experiences as a Fortune 500 Innovation manager in the CPG industry struggling in the face of a multi-billion dollar acquisition. Thriving through the struggle, she created the strategy of Change Enthusiasm®, that now

enables her audience's unique signature of resilience, adaptability, and perseverance. The message within this keynote inspires what we know rests within: the ability to deliver rock star results in the face of our biggest emotional challenges. When practiced, this strategy will enable anyone to become excited for every change challenge faced.

Attending leaders and top talent leave with:

- A tried and true strategy to thrive in the face of stressful and frustrating change
- Inspired perspective that managing and championing significant shift is entirely possible and even enjoyable
- The energy and motivation to take the first step to higher

EXPLORING THE UNDERBELLY OF EXCEPTIONAL LEADERSHIP: THE SOFTER SKILLS REQUIRED TO EFFECTIVELY LEAD THROUGH CHANGE

Rapid change is impacting nearly every industry vertical, re- shaping, re-forming, and ultimately disrupting 'business as usual'. With this comes workforce strain, stress, and frustration. Today more than ever industry needs people who fully understand, embrace, and exemplify the softer skills of leadership. With energy that could light up an entire city grid, Cassandra Worthy captivates audiences with her stories and unique perspective on what it really means to effectively lead THROUGH change.

Attending leaders and top talent leave with:

- New perspective on the soft skills required to effectively lead through change
- A heightened self-awareness of their current leadership effectiveness and the guidance to take the right next step to improve
- Invigoration to more effectively lead through ANY change challenge faced

C.H.A.N.G.E. TRAITS ®: EXPLORING THE CRITICAL SKILLS FOR INSPIRED LEADERSHIP THROUGH CHANGE

This keynote distills down 15 years of Cassandra Worthy's Corporate M&A experience into the critical skills that will empower leaders to create and sustain growth through change.

This program is perfect for:

Executives and leaders responsible for inspiring and empowering their teams and

organizations through change.

Change management professionals responsible for leading change effectively and successfully throughout their respective organizations.

Human Resources and organizational leaders responsible for building workforce resilience, productivity, and engagement through change.

The audience will leave with:

A new perspective on the soft skills required to effectively lead through change.

A practical framework to quantify your strengths and areas of growth when addressing, working and leading through change.

An instantly-applicable action plan that empowers them to improve critical leadership behaviors to effectively lead change movements.

ENGINEERING A RESILIENT AND INCLUSIVE CULTURE: PRACTICAL TOOLS TO NURTURE HIGH-LEVEL WORKFORCE AND CUSTOMER ENGAGEMENT

In this keynote, Cassandra Worthy addresses how to instill a mindset of resilience into the very core your cultural fabric and how to leverage inclusion as a tool to win with your employees, shareholders, customers, and clients.

This program is perfect for Executives and Leaders:

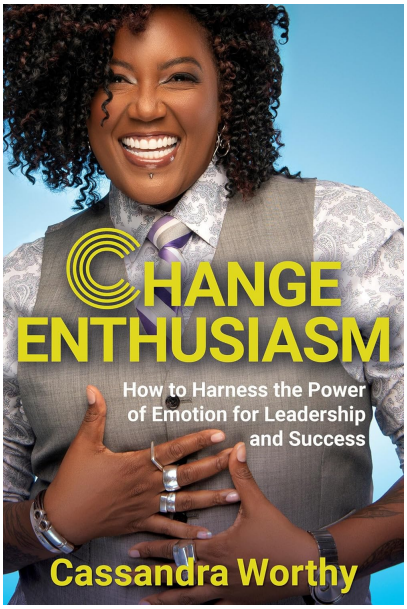
- Responsible for creating and nurturing a diverse and inclusive culture with equal access to the resources and tools for individual career success.
- Going through significant industry, market, or business disruption while charged to deliver breakthrough profitability and business growth.
- Seeking to embody and inspire resiliency throughout their teams and organizations.

The audience will leave with:

- A resilience mindset that will enable growth through any change, transformation, or disruption.
- A practical application to leverage inclusion as a tool for success with their teams, customers, and shareholders.
- Inspired perspective why inclusion is everyone’s responsibility.

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CHANGE ENTHUSIASM

CONDICIONES

- **Travels from:** Atlanta, USA
- **Fee Range:** Please Inquire