

# Mastering the Challenge of Change

presented by  
“The \$100 Million Salesman”  
**Séan McArdle**

You can suffer change. You can enjoy change. You can witness change or you can cause change. The only thing you cannot do is ignore change and expect to prosper. This hallmark keynote address is designed to present the attendee with an accurate picture of how the human mind works and how we change over time. In the workplace, there is no more important knowledge than how to choose powerful new directions and then put the wheels of change into motion. This keynote will give you a game plan for dealing with change. You will then receive step-by-step instructions on how to implement this model in your organization. This is a MUST for anyone tapped by his or her organization to lead and/or manage.

## **Specifically, your audience will learn how to:**

- Understand the operation of the human brain as it relates to change
- Make specific demands on your brain to change
- Design a model for change on any topic and elicit repeatable results
- Create personal leverage to stimulate change
- Affect change in a group over time, not overnight
- Conceptualize the equation of human belief and human change
- Use the power of the conscious mind to order the subconscious belief system
- Utilize leadership’s role in the change process

The following are just a few of the organizations that have benefited from **Mastering the Challenge of Change**: National Science Foundation, Department of Treasury/Financial Management Service, National Association of Environmental Managers, Document Management Industries Association.

*You have to hear Séan McArdle. In industry, he is touted as the \$100 Million Salesman. He is a Master Motivator and speaker in the areas of sales, negotiation, strategic planning and change management. His distinctions about what makes for a successful career and life come directly from his own experiences. His stories will take you on a personal journey from living under a bridge at twenty-five to negotiating some of the largest printing contracts in the publishing industry at twenty-eight. Since 1992, he has authored numerous books, tapes, articles and software programs in the areas of interpersonal communications, sales and personal development.*

**For booking information call:**