



Liz on Leadership

Happy New Year!

In my last newsletter, I advised you to set aside time to reflect on priorities, secure resources and set strategic direction for 2017. The goal: arrive in Q1 energized, focused and equipped to get the right things done!

My most successful clients have been doing just that. They have heeded my guidance and *slowed down* long enough to reflect and plan ahead... and now they are ready to get moving! They are excited to innovate, shake things up, take risks and drive extraordinary growth.

Today's newsletter kicks off my latest series on Leading Change. Enjoy what you read, pass along to others who would benefit, and stay tuned for more...

Liz's 5Cs of Leading Change

January 2017. We in the US and across the globe stand at the precipice of major change. Political, economic, social, cultural – change is upon us and it's not going to stop anytime soon.

For some, change raises anxiety about the unpredictable and the unknown. But if you are like my most forward-thinking clients, change is exhilarating. It promises extraordinary opportunity. And it draws upon your boldest, most visionary leadership – the kind of leadership that sets the course for your team, company and entire industry.

To help you drive the kind of change that transforms, I've developed **Liz's 5Cs of Leading Change**. Here's your first **C**:

[Crystal Clear] Communication. As a senior leader, your job is to ensure that change takes hold through the collective efforts of your organization. That means you've got to make sure your team, business partners, cross-functional colleagues, customers and clients clearly understand your vision of the future. Your key managers must know what you expect of them – and they have to be able to drive the message to their teams and partners throughout the organization.

If you think you've stated the message explicitly and compellingly enough, that's a great start – but it's not enough. Pressure test whether people thoroughly understand what you're driving and what's expected of them. Ask your key stakeholders whether the message has come through loud and clear. Invite questions. Convey the message yet again, and in

a variety of ways. Remember, it takes time for people to adapt to change – but your best leaders and employees will embrace change as an opportunity to stretch – and to truly make a difference.

Be sure to check out my next newsletter for the next **C of Leading Change**: [Creating] Context.

More to come!

About Dr. Liz

Dr. Liz Bywater has been called a one-of-a-kind leadership expert. Working at the intersection of business and psychology, she brings together pragmatic experience, advising top executives across the Fortune 500, with an advanced degree in Psychology and a dynamic personal style to inspire, engage and counsel her clients.

For more than a decade, top global organizations have requested Liz's help in resolving issues such as creating extraordinary client relationships, increasing market persuasion, and driving productive collaborations in an increasingly complex world.

Liz advises senior leaders at some of the world's most successful companies, including Johnson & Johnson, Nike, Thomson Reuters, Bristol-Myers Squibb, AmeriSourceBergen and more. She uses her expertise in human behavior to drive commercial success. She helps her clients propel innovation, exert influence and lead their organizations through change.

A thought leader in organizational excellence, Liz provides expert commentary for such publications as the Wall Street Journal, New York Times, Fast Company and USA Today. She is a featured guest on such radio broadcasts as CBS Philadelphia's **Philadelphia Agenda** with Brad Segall and **Woman of the Week** with Marilyn Russell.

Liz earned her PhD in Psychology at the Derner Institute for Advanced Psychological Studies at Adelphi University. Her undergraduate degree is from Cornell University, where she graduated Phi Beta Kappa and Cum Laude. She is a longstanding member of the American Psychological Association and the Society for the Advancement of Consulting. She lives in scenic Bucks County, PA, with her husband and two teenage children. Stay tuned for Liz's forthcoming book, **Slow Down and Lead!** (Business Expert Press, Fall 2017).

Liz Bywater, PhD | Bywater Consulting Group | 215.805.5551 | liz@bywaterconsultinggroup.com
www.bywaterconsultinggroup.com

STAY CONNECTED



Visit our website

Liz Bywater, PhD | Bywater Consulting Group, 1669 Edgewood Road, Yardley, PA 19067
www.bywaterconsultinggroup.com

[Unsubscribe](#)

[Update Profile](#) | [About our service provider](#)



Try it free today