



FOR IMMEDIATE RELEASE

PINK ELEPHANT INTRODUCES
LEADING THE ORGANIZATIONAL CHANGE PROCESS WORKSHOP

Workshop Based On John Kotter's World-Renowned 8-Step Model

Burlington, ON – March 17, 2016 – Pink Elephant, a premier global training, consulting and conference service provider, today introduced the addition of the Leading The Organizational Change Process workshop to its fast-growing business education repertoire.

“One of the major reasons over 70% of change initiatives fail is because leaders do not effectively manage the people and cultural aspects of change,” said Isabel Feher-Watters, Director, Leadership, Talent & Organizational Development, Pink Elephant. “We created this workshop specifically to counter this statistic, and provide the tools to translate knowledge into lasting results.”

The workshop is based on John Kotter’s world-renowned and highly acclaimed 8-step model for planning and leading organizational change. John Kotter, a Harvard professor, wrote *Leading Change*, which is considered by many experts to be one of the best business books of all time and a must-read for all leaders.

Participants will take part in interactive activities and use a case study, tools and templates to create a roadmap for successful execution of major change. The course will cover skills, knowledge and practical application experience needed to effectively and efficiently plan and manage an organizational change process using Kotter’s 8-step model and other principles of change management.

Pink Elephant’s business education portfolio also includes Organizational Change Management and Business Relationship Management Professional certification courses. For further information on this or other Pink Elephant courses, please contact 1-888-273-PINK or info@pinkelephant.com.

About Pink Elephant

We Lead The Way! A premier global training, consulting and conference service provider, Pink Elephant has an undisputed reputation for leading the way. We're proud of our pioneering and innovative spirit, which has enabled us to introduce and spearhead many revolutionary concepts and programs since our inception forty years ago.

For more information and to check out our full list of products and services, visit www.pinkelephant.com.

For more information, please contact:

Mehreen Hasan

Marketing Department

Pink Elephant

Phone: 905-331-5060 Ext. 251

Toll free: 1-888-273-7465

Email: m.hasan@pinkelephant.com

###