

Barbara A. Trautlein, Ph.D.
Influential Speaker, Author, Coach, and Consultant
Catalyzing Change in Organizations, Teams, and Careers

Through her keynotes and engaging presentation, Barbara has a unique ability to connect with her audiences, from C-level executives in Fortune 50 organizations to union workers on the shop floor. Known for her ability “make it real in the field,” Barbara’s presentations are full of moving stories and laugh-out-loud anecdotes from steel mills to sales teams, refineries to retail outlets, and healthcare to high tech. Her entertaining style is grounded her change leadership consulting experience and original research database. She engages audiences with her real world credibility, and is gifted at sharing strategies and tactics that are accessible, actionable, and immediately applicable. Audiences consistently report that they are entertained, educated, and able to immediately transfer the tactics she offers to the workplace.



Testimonials

“Barbara inspires and engages every audience I’ve asked her to work with, from our executives, to our project teams, to our front line.” Clarence Trowbridge, Manager of Learning and Development, Wells Enterprises

“During a challenging change process involving a complex merger across our healthcare system, Barbara got our leadership team aligned and knowing more about ourselves, each other, and our staff enabling us to much more powerfully manage our transformation.” Peter Bergman, CEO, Sisters of Charity Hospital

“Our participants tend to be tough crowds. Through her real world in-the-trenches experience our audiences can relate to, Barbara always receives the highest marks, and we consistently invite her back to speak.” Jeff Hazel, Director, National Petrochemical & Refiners Association and lead conference planner

Barbara’s Bio

Barbara is the author of *You Know Your IQ But What’s Your CQ®? Develop Change Intelligence™ to Lead Powerful Change in Your Organization, Team, and Career* and a recognized expert in change management and leadership development. During her 20+ year career she has conducted workshops for thousands of participants, coached dozens of leaders, and facilitated mission-critical multi-year change initiatives - achieving bottom-line business and powerful personal results for clients.

Barbara actively conducts global research on leadership and change management best practices. She is a published author, engaging presenter, and invited speaker at conferences in North America, South America, Asia, and Africa. Barbara has combined this vast real-world experience to create the CQ®/Change Intelligence™ System. She holds a doctorate in Organizational Psychology from the University of Michigan.

Organizations that Barbara has served through her speaking events include CareerBuilder, Catholic Health System, Ford Motor Company, Hyatt International, the NYPD, Sears, Steel Dynamics, and Whole Foods.



Presentations

Available as keynote speeches, half-day sessions or full-day workshops

***Barbara tailors all her presentations to the specific needs and objectives of every client.
As a result, your audience will leave inspired and ready to take action.***

When Change Doesn't Stick: Building Change Intelligence for Successful and Sustainable Transformation and Results

Are you and your fellow organizational leaders tired of the program of the year? And, are you frustrated that no matter what you try, change projects seem to either fail outright or produce gains that don't sustain? In this interactive and compelling session, you'll learn how to get beyond the buzzwords and leverage a proven formula for change – one that creates lasting benefits. Through real-world examples and entertaining stories, you'll learn how to engage the brain, inspire the heart, and motivate the hands to get people moving in positive, new directions. As a result, your leaders will walk away knowing how to drive change that gets results, recoups your investment, and makes a bottom line difference for your organization.

Why Aren't They Getting It? How Change Intelligent Leaders Enlighten, Engage, and Equip Their People to Make an Impact and Move the Bottom Line

When it comes to change, do you find that your people dig in their heels, or even run screaming the other way? For leaders and organizations that want to make an impact, this is an obstacle to carrying out the change you need to make it in today's tough competitive marketplace. In this highly informative keynote, your audience will discover the myths and realities of overcoming resistance to change - and the biggest mistakes leaders make when trying to "get others to change" – and how to avoid them. You will also appreciate the pivotal mindset shift that Change Intelligent Leaders embrace - that what seems like resistance in others, often is lack of change intelligence in ourselves as leaders. Through entertaining stories and true-to-life examples, you will learn how to leverage critical leadership skills so your people get it, want it, and understand how to carry out changes imperative for your business to survive and thrive.

Team-Building in Tough Times: Uncovering the Three Keys to Develop Relationships that Deliver Results

Is your team struggling to reach challenging new goals? Are team members in conflict with one another? Or, perhaps your team is newly formed and moving up the learning curve, getting to know each other and their objectives? Whatever your team's situation, learning the three keys to get in relationship will empower your team to be better able to work together to get results. Build your team's "heartset" to become inspired and engaged. Build your team's "mindset" to laser focus on vision and strategy. Build your team's "skillset" to become equipped with the tactics and tools to get 'er done. In this valuable keynote you will discover insights from real-life work teams, project teams, and executive teams in a variety of industries facing complex challenges, and succeeding together. Your audience will walk away knowing how to lead your teams from breakdown to breakthrough.

To book Barbara, contact info@changecatalysts.com or phone 847.549.6950

