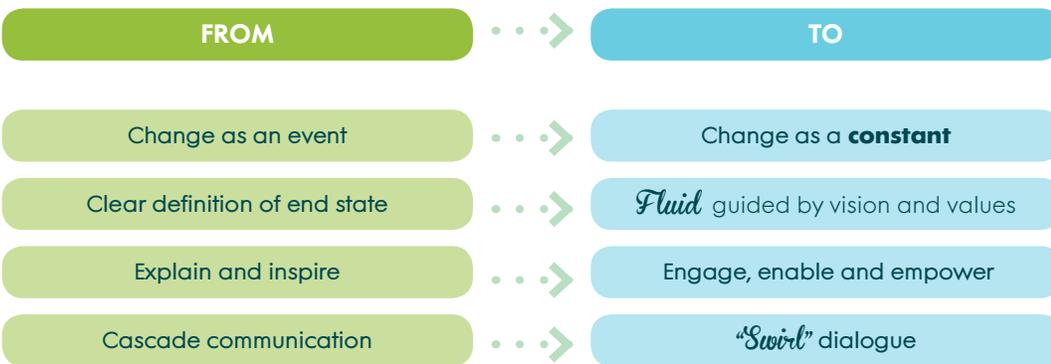


A NEW PERSPECTIVE ON LEADING CHANGE

Organizations today operate in a complex state of continuous flux. An ongoing groundswell of change across industries, political and regulatory environments, leadership, technology and communications, to name just a few areas, happens quickly and with limited predictability. This constant, changing state forces organizations to meet these challenges in a new way to retain and enhance their position within the marketplace. Thriving through change is not a linear, step-by-step process; **Liquid Change** is about building the capabilities to embrace and act on the opportunities that constant change presents, resulting in a competitive advantage.

To begin to address these opportunities, organizations must shift from viewing change from an "event" to change as ongoing "liquid" process:



LIVING A LIQUID STATE

Businesses that flourish through change today are able to seize opportunities and adapt quickly by fostering the following capabilities in their organizations, leaders and employees:



Dialed-In

Creating strong connections with internal and external stakeholders, embracing fearless listening, and fostering co-creation



Transparent

Communicating with clarity and authenticity across borders



Agile

Driven by passion and resiliency to seize and act on opportunities in real time



Pioneering

Promoting curiosity and supporting risk-taking to break through and innovate

ARE YOU READY TO LEAD IN A LIQUID CHANGE WORLD?

Ketchum Change stands ready to help you and your organization navigate through today's complex environment to lead change, drive impact, deliver results and to remain competitive.

Discover more about us here:
ketchum.com/change-management

Talk with us:

Tyler Durham, Partner, Managing Director
 +1.646.935.4311 | tyler.durham@ketchum.com

Christine Andrukonis, SVP, Director
 +1.646.935.4334 | christine.andrukonis@ketchum.com

1285 Avenue of the Americas, 3rd Fl.
 New York, NY 10019