



# DRIVING RESULTS THROUGH CONSCIOUS CHANGE

**Betsy Grzybinski**  
Founder/CEO  
One Percent Today

Build Together. Lead Together.



**The only constant in life is change.**



Build Together. Lead Together.

**AAIM**  
LEADERSHIP CONFERENCE



# Why is change so hard?



# Betsy Grzybinski

Executive & Leadership Coach | Consultant

# What Are We Missing?

Organizations are investing billions, and in many cases trillions, into transformation, systems, and change initiatives

**70%** of organizational change programs fail to meet objectives.

- McKinsey Global Survey

Organizational Digital Transformation  
(side)



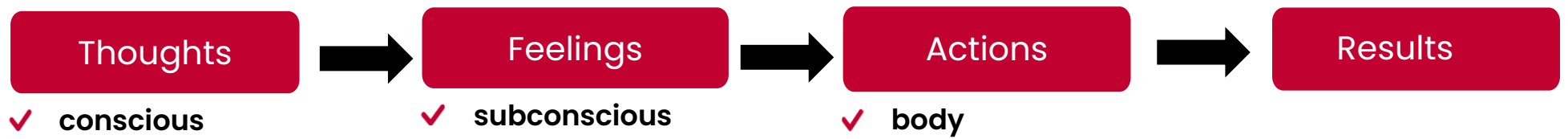
**What is one tiny change at work or home that irrationally bothers you more than it probably should?**

# RADICAL RESPONSIBILITY



Build Together. Lead Together.

# ATTITUDE is...



## **Build Together (Partner Activity)**

- 1. What change are you currently leading?**
- 2. How am I really showing up inside this change?**
- 3. What might I be ignoring, minimizing, or trying to push past this?**
- 4. What story am I telling myself?**



**What might be true that you are not currently seeing?**

**What is one shift you will make this week in how you lead this change?**



### **Building Block 1** **LEAD WITH AWARENESS**

How am I showing up right now?  
What's really happening for them, and what do they truly want?



### **Building Block 2** **UNDERSTAND – Why are we getting these results?**

Habits create repeated results.



### **Building Block 3** **SHIFT**

Consciously shift how you want to respond.

# **Building Blocks** **For Leading Through Change**

Open  
Curious

Defensive  
Committed to being right

Build Together. Lead Together.



---

CONNECT WITH ME  
[onepercenttoday.com](http://onepercenttoday.com)  
[Betsy@onepercenttoday.com](mailto:Betsy@onepercenttoday.com)  
LinkedIn [@one-percent-today-stlouis](https://www.linkedin.com/company/one-percent-today-stlouis)

**Betsy Grzybinski**

# THANK YOU