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**"You were the talk of the convention. Super job!"**

Carolyn Wynn, Togo's

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## ***Love Change, Lead Change, Harness Change***

**Don Shapiro inspires people to reverse, upend,  
and reconfigure their notion of change**

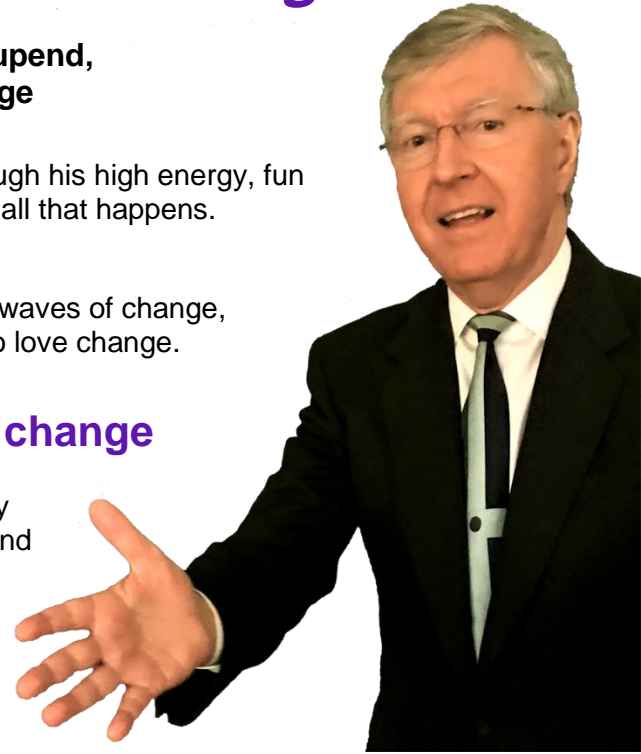
Don Shapiro changes how we look at and deal with change through his high energy, fun and interactive programs. Change is the natural order of life and all that happens. Stability is not the norm and leads to decay and decline.

Your people will learn how to embrace change, create their own waves of change, feel thrilled to share this new perspective, and influence others to love change.

### **You respond to change by creating more change**

This program explores the "why" behind the force of change, why people resist change, how we successfully respond to change, and how your people can influence others to voluntarily and enthusiastically embrace change. This new attitude changes everything about how we respond to change.

So much change was thrown at Don so fast in his career that he was inspired to learn more about why it happened, why other people resist it, and how to help people better deal with it.



### **What Your People Will Learn**

Don's program uses personal and humorous stories, examples, research, insights, participation and exercises so your people understand what change really is, how it affects people, how to embrace change and how to influence other people to embrace change.

- ◆ Why change is something to love, embrace, and look forward to
- ◆ Why we resist change and how to help people move past this
- ◆ How we harness the force of change by becoming the force of change
- ◆ How to keep creating more change and help others to do the same
- ◆ Why on-going change is critical for organizations and individuals to sustain success
- ◆ Why a delay in embracing the wave of change is harmful
- ◆ How leaders voluntarily influence people to enthusiastically join with them to harness change
- ◆ How anyone even without a title can lead others to embrace change
- ◆ How we can build a "bridge of understanding" to help people positively respond to change

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## About Don Shapiro

Don gave his first speech when he was 14 and they haven't been able to stop him since. He is a co-author of *The Character-Based Leader* and President of [First Concepts Consultants, Inc.](#) advisors on leadership, communications, culture, customer value and change. His customized speeches and training programs grow out of a lifetime of experience and research involving organizations in 35 industries. Don does more than motivate. His programs help people produce better results.

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**"Don was fantastic. You felt like Don was a member of our team. Interactive, creative and engaging. It was great for the staff to learn from Don's years of experience."**

Andy Cloutier, Greater Palm Springs Convention and Visitors Bureau

**"Don customized his program to our Team's specific improvement areas. He was very personable and entertaining to keep everyone's attention. My Team has delivered significant growth numbers ever since."**

Steve Oberle, ZyXEL Technologies

**"You held the attention of 90 young people for two hours and that speaks for itself."**

Phil Jensen, Founder, Burgermaster

**"Don Shapiro is a gifted speaker and had my attention the whole way. I was completely enthralled and had an 'ah-ha' moment when he discussed tools that we could easily implement right away. "**

Ashley Brewer, The Wellness Universe

**" Your presentation was by far the best. Exceptional."**

Roberta Perry, Edwards Technologies

**"Thanks for the terrific program at our Young Owner/Manager Conference. The group rated it a 9.28 on a 1-10 scale."**

Gale Frentz, FTD Florist

**"You spent a lot of time talking to our employees which helped you fully understand our business. This enabled you to come across as 'one of us' and really impressed our people."**

Gary Olson, Forest Lawn Memorial Parks

**"Thank you for your extraordinary presentation. It was exciting to see how impressed the dealers were with your customized program."**

Carol Roder, Coleman Spas

**"Thank you for presenting to FHP's Senior Management. The audience appreciated your knowledge and took away valuable ideas for use in their jobs."**

Laurie Greene, FHP Healthcare

**[Don Shapiro also thrills groups with his fresh and insightful programs on Leadership, Teamwork, Communications, and Sales](#)**