

NEWS RELEASE

For Regional Distribution



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Leading Change

To improve is to change; to be perfect is to change often!

SPENCER, IOWA - The Lakes Area Employers' Council (ECI) will be meeting on Wednesday, March 31, 2010 from 1:30 p.m. to 4:30 p.m. at Iowa Lakes Community College, 1900 N Grand Ave, Spencer, Iowa 51301. All employers, human resource personnel, accounting, payroll, and other staff members are invited to attend. Featured speaker will be Kathy Peterson on "Leading Change."

Kathy Peterson the Founder and President of PeopleWorks, Inc. is a much sought after speaker because of her energetic and enthusiastic style and her interactive workshops. Prior to starting PeopleWorks, Kathy was a member of the global management training and development team at Gateway, a Fortune 500 computer marketer and manufacturer. Kathy has also served as an adjunct instructor in the areas of business and communication. She is also an active member of several professional organizations; including, the National Speakers Association, the American Society for Training and Development, the Alta Chamber of Commerce, and the Iowa Association of Lifelong Learning. Kathy has a Bachelor's degree in Communication Studies from Iowa State University and a Master's degree in Adult Learning, Performance, and Development from Drake University. In 2001, Kathy earned certification as a Senior Professional in Human Resources (SPHR) from the Society of Human Resources Management. In addition to being a successful business owner, she is also the mother of two busy boys and two busy girls! Kathy and her husband also farm outside of Storm Lake, Iowa.

Winston Churchill said, "To improve is to change; to be perfect is to change often." Mr. Churchill didn't have a clue how quickly change would be happening in 2010! (Maybe we're nearing perfection?) The pace of change in our personal and professional lives today is more than remarkable, yet many of us still don't know how to deal with change. In our organizations today, managers and employees alike face growing responsibilities not only for managing change, but also initiating needed changes to keep our organizations moving forward. Understanding and leading change isn't a nice to know, it's an essential skill to have in today's economy. Come to this interactive session on "Leading Change" to find out more!

Upon completion of this program, participants should be able to:

- Identify the effects of change on individuals, teams, and organizations.
- List three types of change.
- Explain the three concerns people have when a change is announced.
- Identify ways to help yourself and your employees adapt and embrace change.
- Prepare for and lead change discussions and initiatives.
- Explain how to manage resistance to change.

Participants are encouraged to register as early as possible, or at least one week prior to the program by calling Iowa Lakes at (800) 252-5664 or by e-mailing communityed@iowalakes.edu. Cost of the workshop is \$79.00, which includes refreshments and light snack, and the course number is 27079. If you register, but do not attend, you will be billed. Class is limited to the first 40 participants. 3 hours HRCI credit.

The Lakes Area Employers' Council is a local employer group supported by Iowa Workforce Development Region 3 and 4, and is part of the statewide Employers' Council of Iowa system. This employer's group addresses workforce issues, and provides both educational and networking opportunities for employers and human resource professionals. Contact Bob Becker at Robert.Becker@iwd.iowa.gov if you have questions about this training session or about the Lakes Area Employers' Council.

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