

Lead and Communicate
with **Confidence**
through Change &
Ambiguity

Patti B. Johnson

COACH.ADVISOR.SPEAKER



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Author | Speaker | Advisor

Patti B. Johnson is a distinguished change management and communications expert and the former CEO of PeopleResults, a change and learning consulting firm she founded over 18 years ago. Under her leadership, PeopleResults achieved significant success, culminating in a successful private equity acquisition in 2023. Patti hosts the podcast *Be a Wave Maker: Conversations on Change* and serves on the board of Pariveda Solutions. She has also been selected for the Forbes Business Council. Before founding PeopleResults, Johnson was a global senior executive at Accenture. There, she was pivotal in creating innovative change service offerings and global talent programs, specializing in complex people transitions and providing expertise on complex organizational transformations. Her thought leadership extends to academia, where she is an adjunct professor at SMU on leading change.

Make Waves: Be the One to Start Change at Work and in Life

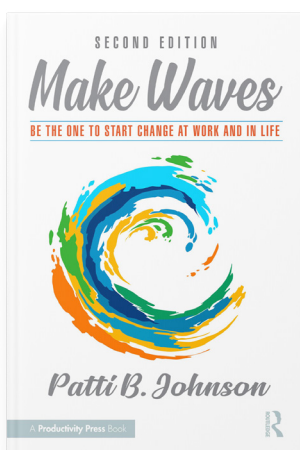
I wrote *Make Waves* because deciding to make a change – and then taking action – was behind every important goal I've ever reached. Change is the constant undercurrent in our lives, so our only choice is to learn to thrive and keep moving in ambiguity.

Make Waves gives you the strategies, tools, and ideas to start and navigate change in your work and your life. We would be experts by now if we only needed a great change model! But change depends on changing human behavior – our behavior. So, I studied those who had started successful changes – from entrepreneurs to college students to community champions and business leaders. I added that research to my decades of experience advising clients on change and created the Wave Maker DNA – a profile of those who activate change.

Using the Think.Know.Do framework, we start by exploring how you think about change—which determines if you'll ever start. Then, we discuss what you need to know and learn in this new situation.

Finally, we examine the actions and how agile planning, experimentation, and incrementalism are keys to real progress. *Make Waves* is packed with practical examples, stories, and insights from those who made their change work. I hope they will give you the inspiration and tools to begin your journey too.

Taking the first step can be the hardest – yet most important. In the wise words of the great Tina Fey, "You can't be that kid standing at the top of the water slide, overthinking it. You have to go down the chute."



Client Feedback

"Her expertise from creating a business and leading client projects really came through. Her knowledge and engaging style made her the perfect speaker for our conference."

**Management
Consulting Executive**

"She brought great energy and connected with everyone. We all really valued her stories and examples on leading change that completely fit our business. The perfect speaker for us."

**Financial Services
Vice President**

"Patti has this natural ability to be strategic, practical, and realistic. She made us see things differently and really think – great speaker."

Biotech Executive

"She spent time talking with us before our meeting and understood how we plan to grow, so when she spoke, she knew exactly what we needed. Patti was excellent!"

**Technology Senior
Executive**

**Request Patti for your
next event!**

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Speaking Topics

Be A Wave Maker

Learn to change how you think and work so you can start and lead a change. This session goes beyond a change model and explores the differentiating behaviors in times of ambiguity. We discuss how to understand your stakeholders, assess resistance, start working differently – and take the first step. This topic utilizes content from Patti's best-selling book, *Make Waves: Be the One to Start Change at Work and in Life*.

Leading Change that Works

Explore the Think.Know.Do model and how to apply it. We'll identify the thoughts and behaviors that increase our comfort and confidence in starting change. We'll work on identifying your learning gap as you can't already know all you need to know in any change. Then, we'll explore how to plan and manage your work in a changing environment. This utilizes the content from Patti's best-selling book, *Make Waves: Be the One to Start Change at Work and in Life*.

How to Be A Strategic Communicator

We'll discuss the Strategic Communications framework of defining your goals, identifying how you want to show up, studying your audience, designing an engaging communications experience, and the prep and planning for sharing your story. We'll also explore how to have the right mindset that prepares you for successful communication.

Consulting Inside & Out

Consulting is an art that requires knowledge, savvy communication skills, understanding your clients, and delivering what matters most. Patti brings her expertise from building a successful consulting business and leading it through acquisition, as well as her experience at Accenture. She shares important habits and practices through real-life stories and examples. She will engage the audience and support the advancement of consulting capability in your organization.

Women Who Lead

Patti shares practical strategies and tips for making your definition of success a reality as a female leader in business today. She brings her experiences as a successful leader, entrepreneur, Board member, and CEO to explore women's leadership, including identifying unintended consequences, using your voice and communication pitfalls, as well as bringing your authenticity to any environment. This session discusses and highlights current examples and situations we can learn from.