



THE  
COMMON  
SENSE GUY



BUD BILANICH

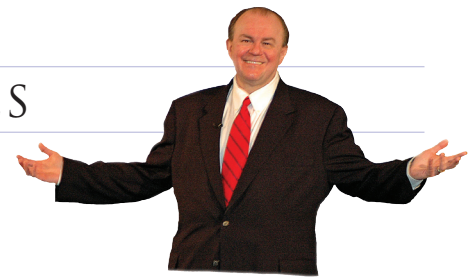
*Common Sense  
Solutions To Tough  
Business Problems*

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## COMMON SENSE KEYNOTES



# Leading at the Speed of Change

*Common sense ideas that will make you  
a change master*

### People will learn:

- Key roles in the change process
- The three questions to ask when leading change
- How to make sure that people understand the change and reasons for it
- How to make sure that people accept the change at a gut level
- How to make sure that people can do what it takes to create successful change

*This topic is available as a keynote speech, a half-day or full-day workshop.*