



**MEDIA CONTACT:**

**IMMEDIATE RELEASE**

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**ORGANIZATIONAL CHANGE MANAGEMENT PRO SAYS:**

**“IT’S NOT WHAT YOU DO, IT’S WHO YOU ARE”**

***Industry leader Daryl Conner speaking to local change management professionals in November***

The majority of organizational change professionals are seen by their employers or clients as adequate in their role—delivering what is expected. Employers and clients regard them as “good enough,” neither ecstatic nor disappointed by their contribution. But there is a much smaller class of practitioners who are viewed as rare, highly cherished resources. They are considered particularly capable when it comes to navigating change and are, therefore, extremely influential when offering observations and recommendations. But are they really more effective?

Internationally recognized organizational change expert, Daryl Conner, will speak at the Minnesota Change Management Network (MNCMN) November Summit and highlight the key differentiators between these two groups, focusing on the role that character and presence plays in whether practitioners are regarded as either “acceptable” or “indispensable.”

“Daryl Conner has worked with many of the most successful organizations in the world, helping them achieve the full intent of their most urgent and critically important initiatives,” said MNCMN president, Peggysue Marquez-Kelly. “We are thrilled to bring his expertise to our growing and thriving membership of local change management professionals.”

A dynamic public speaker, Daryl Conner has addressed thousands of executives in corporate settings, national conferences, and public programs, and his two books—Managing at the Speed of Change and Leading at the Edge of Chaos—and more than 250 publications have helped countless change management professionals raise the level of their game for more than 25 years. Learn more about Daryl and his work: <http://www.connerpartners.com/daryl-conner>

**EVENT DETAILS:**

- MNCMN Change Summit: It's Not What You Do, It's Who You Are
- November 17, 2016 4:00 PM - 6:30 PM
  - 3:00 – 4:00 Members-only Reception with the keynote speaker
  - 4:00 – 4:30 Check-in and networking
  - 4:30 – 4:45 Welcome and introduction to MNCMN
  - 4:45 – 6:00 Keynote: Daryl Conner
  - 6:00 – 6:30 Wrap-up and networking
- Host Location: Ceridian  
3311 East Old Shakopee Road, Bloomington
- Free for MNCMN members; \$20 for non-members
- Register at: <http://www.mncmn.org/event-2346744>
- Become a member: <http://www.mncmn.org/Membership>

**INTERVIEW AVAILABILITY:**

Daryl Conner is available for media interviews, and can speak to some of the finer points of his “It’s Not What You Do” presentation or discuss trends in change management; why it’s more important than ever, the growing popularity of change management as a profession and why many change initiatives fail.

**Ceridian**

Ceridian is an award-winning human capital management technology company serving organizations across the globe. We are known for our engaged employees, customer focus, and innovative products. Ceridian’s cloud-based Dayforce HCM, Global Solutions, and Small Business Payroll solutions provide control and visibility across HR, Benefits, Talent Management, Workforce Management and Payroll.

**Minnesota Change Management Network**

The Minnesota Change Management Network (MNCMN) is a non-profit association of change management practitioners, business leaders, educators and organizations who serve Minnesota’s robust business community in driving or supporting sustainable change. <http://www.mncmn.org/>

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