



Understanding & Dealing with Change

Presented by

Ruby Speaks

Ruby Newell-Legner, CSP
Speaker • Trainer • Author

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To sign up for Ruby's FREE Electronic Newsletter,
"Great Customer Service for Leisure Professionals," visit www.RubySpeaks.com

Watch for Ruby's new book, *Blueprint for Success*, co-authored with
Ken Blanchard and Stephen Covey to be published in January 2008.

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About Ruby

Ruby Newell-Legner, Certified Speaking Professional, founded RubySpeaks, Inc. in 1994 with a singular mission: To provide the hands-on training employees need to create a work environment where everyone can excel on the job. Over the last decade, she has presented more than 1,700 programs in nine countries and has shown tens of thousands of participants how to quickly improve workplace performance.

As an award-winning, international speaker, Ruby works with organizations to build better relationships: from front-line employees to customers, between co-workers and their peers, and from managers to the employees they supervise. Ruby helps organizations like yours build strong teams between front line staff and management, and make exceptional customer service a way of life.

Ruby's high-impact trainings are based on 25 years as a front-line service provider and facility manager; she has been presenting training programs for the last 13 years. With "in the trenches" practical know-how, Ruby has an uncommon level of experience that gives immediate credibility with program attendees and allows her to offer suggestions and recommendations based on actual hands-on experience. Her clients range from NFL stadium management staff to leaders in municipal government to Jumeirah Group, the Dubai, United Arab Emirates, based luxury hospitality group.

Ruby works side-by-side with her clients to build workplace learning programs for some of the largest, most recognized organizations in the world. She has provided training for the Dolphin Stadium leadership and event staff in preparation for Super Bowl XLI; trainers for Six Flags Theme Parks throughout North & South America; and the venues hosting the 2010 Winter Olympics in Vancouver, British Columbia, Canada.

Ruby has taught guest relations and management for amusement and leisure facilities all over the world including Holiday World and Splashin' Safari, Toledo Zoo, Wild Wadi Water Park, Camelback Ski Area, CamelBeach Waterpark, Royal Gorge Bridge & Park, Omaha's Henry Doorly Zoo, Glenwood Springs Hot Springs & Lodge, Connecticut's Beardsley Zoo, Indiana Beach Amusement Resort, Snow Time, Inc. and Six Flags Theme Parks.

Her schedule includes:

Nov. 28-Dec. 1	Presenter, Athletic Business Conference & Expo, Orlando, FL
Dec. 3-7, 2007	Presenter throughout NY for NY State Recreation & Park Society, New York (open to the public)
Dec. 19, 2007	Trainer, Sky Ridge Medical Center, Lone Tree, CO
Jan. 4, 2008	Trainer for new facility, Eastern Rio Blanco Metropolitan Recreation & Park District, Meeker, CO
Jan. 10-11, 2008	Presenter throughout NY for NY State Recreation & Park Society, New York (open to the public)
Jan. 13-15, 2008	Trainer, General Electric Information Management Leadership Program, Danbury, CT
Feb. 28, 2008	Keynote, Recreation Connections Manitoba Provincial Conference, Winnipeg, Manitoba, Canada
Feb. 29, 2007	Presenter, CA & Pacific Southwest Recreation & Park Training Conference, Long Beach, CA

Concerns-Based Adoption Model

Developed by the Research and Development Center University of Texas, Austin

Stages of Concern

Expressions of Concern

6. _____ I have some ideas about how it could be better.
5. _____ I am concerned about relating what I am doing with what other employees are doing.
4. _____ How is this going to affect others around me?
3. _____ I seem to be spending all my time getting myself ready for change.
2. _____ How will doing this affect me?
1. _____ I would like to know more about it.
0. _____ I am not concerned about this.

Questions

1. What has changed for you in the last year?

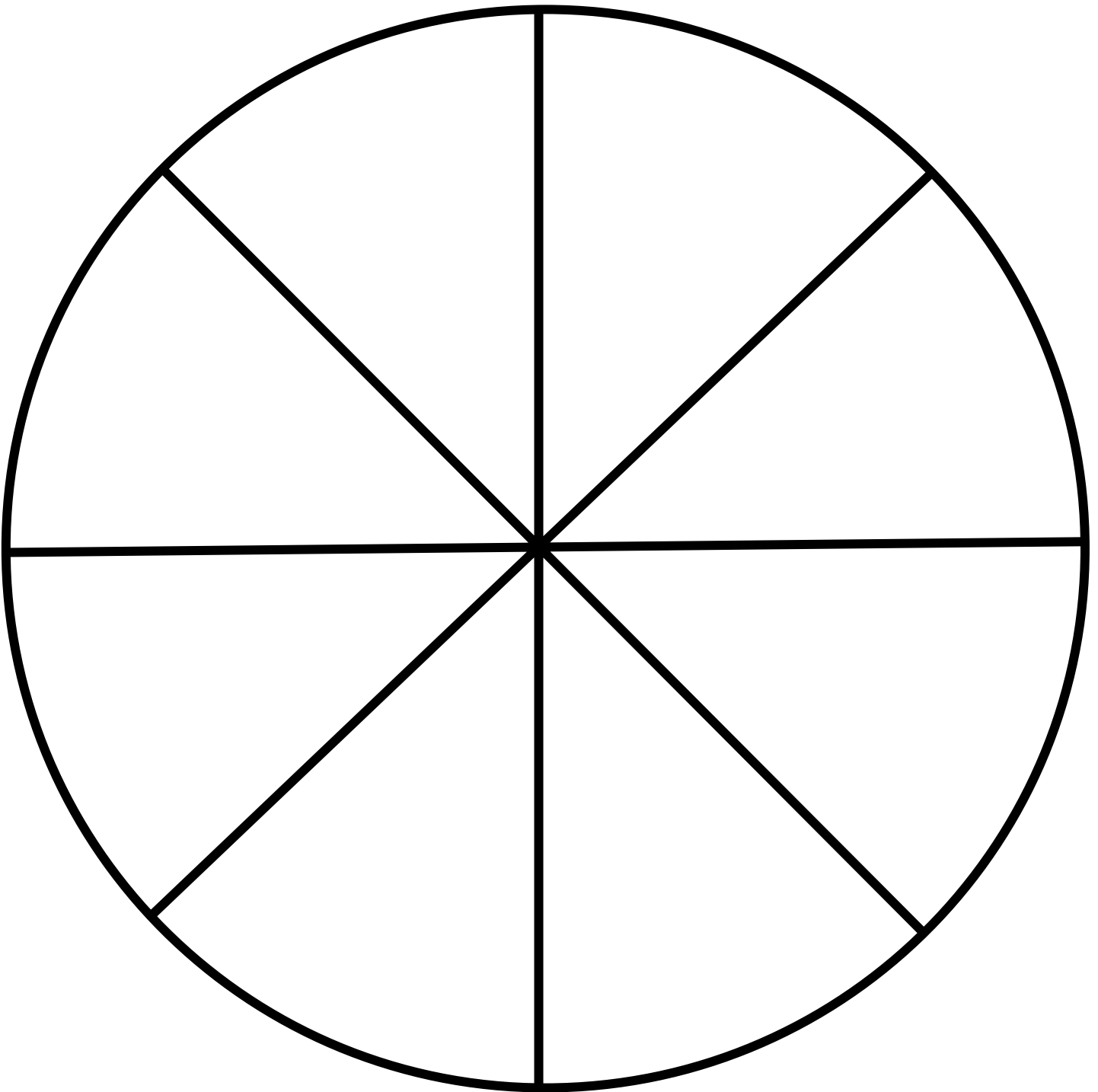
2. What has stayed the same?

3. What has been the most difficult part of change?

4. What thoughts/feelings are you experiencing?

5. What can we do to make it through this change as a team?

Wheel of Success



Notes



**Complete both evaluation forms
and receive the Bonus Handout**

**“Reminders for using the
Concerns-Based Adoption
Model to navigate your
organization through change”**

