



CHANGE AT YOUR FINGERTIPS



WWW.THECHANGELEADER.ORG

Why ChangeLeader?

Entire Ecosystems and Organisations are now in states of transformation and change. Some planned, some forced. According to the widely accepted research, most transformation and change efforts are unsuccessful.

CHANGELEADER was created to build change skills in “middles”, helping them shift from managing, to Adaptive Team Leader, within 6-9 months, and most importantly, with measured growth based on feedback.

About the System

CHANGELEADER (Trademarked registered in Singapore and Malaysia) is a Gen-AI enabled people development and people analytics data digital solution. The CHANGELEADER digital system has been successfully granted Data Protection Trustmark in Singapore by the Infocomm Media Development Agency (DPTM-00278-202408 valid 23/08/24-22/08/27).

The system comprises:

a. ChangeLeader Mobile App with 8 distinct and progressive development stages, at each stage offering the participant at least 5 situational choices for situational change.

b. MENTOR, CL's proprietary Change Coach Chatbot, comprising of a large language model is built on KKR's more than 2 decades of change consulting content. MENTOR offers participants in-app 24/7 micro-consulting support on overcoming change challenges.

c. Endeavour CL's Insights Engine (patent pending), comprising the deeper backroom algorithmic frame, with more than 30 assessment factors to:

- (i). Assess Change Readiness
- (ii). Appraising Change Leader Growth
- (iii). Accelerate Change Capacity

Over the years working with leaders and managers in transforming organisations, we see Senior Leaders preoccupied with several challenges:

Moving from Strategy to Execution. How to get the system moving, faster in the new, different and difficult (NDD) projects?

Change Projects are NDD Projects.

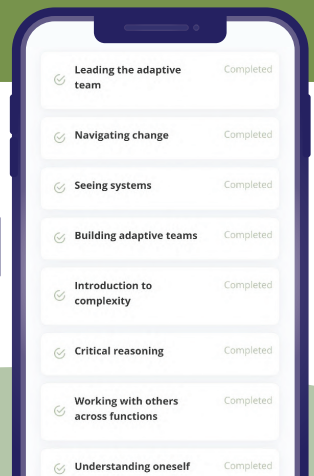
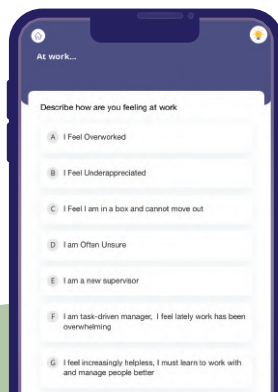
How to navigate the complexities?
NDD Projects require adaptation/agility.

How to develop these in managers?
Not everyone is adapt/agile and comfortable with change work.

How might we identify whom to assign/stretch on these projects?
Change projects tend to be successfully executed by Change Teams drawn from across the functions.

How do we prepare our managers to cope, adapt and learn faster through change?

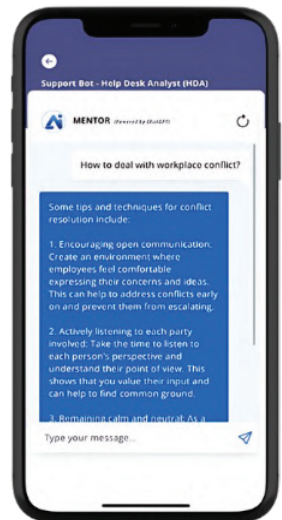
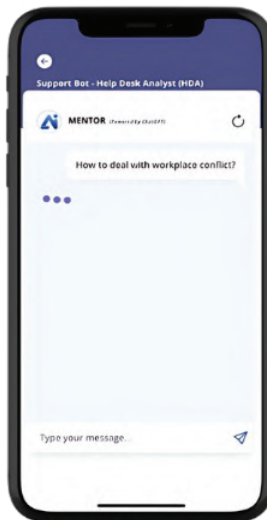
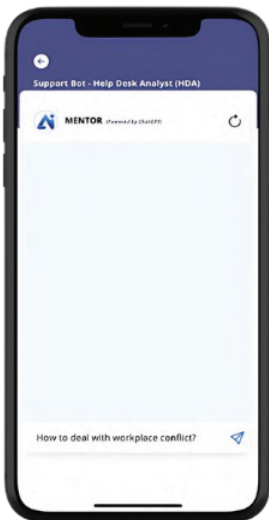
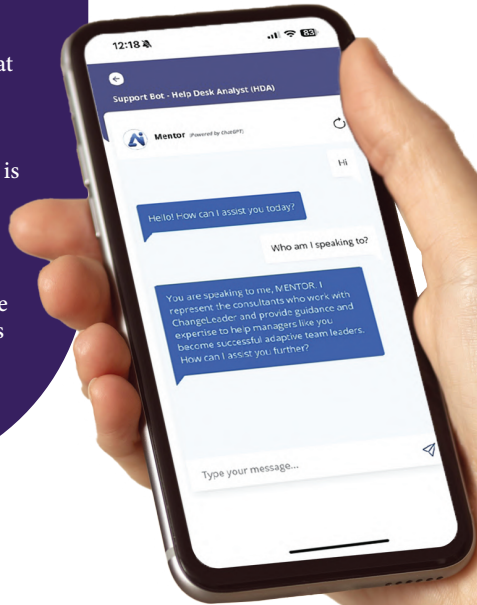
Successful Execution requires people work. It requires activating the “middles” – the 30-40% group comprising middle managers, project leaders, team leaders, supervisors and new joined graduates. Most in this middle core are not (or not yet) skilled at working cross-functionally, with their peers, and with partners/stakeholders.



MENTOR

Have a conversation with MENTOR anytime whether you are on the way to work, at work or at home. Talk to an assistant and receive help. Fret not if you feel that your query has not been answered. MENTOR will direct you to an experienced consultant to make sure your query is addressed!

MENTOR, a Gen-AI Chatbot built on ChangeLeader's consultants' years of experience and expertise that will guide you with valuable advice and tips on how you can address your challenges at work.



Change Assessor

For CEOs and Eco-System Leaders

Assessing Readiness for Change, comparisons based on past 20 years successful and unsuccessful client transformation consultations (more than 20 organisations, more than 10,000 leaders and managers)

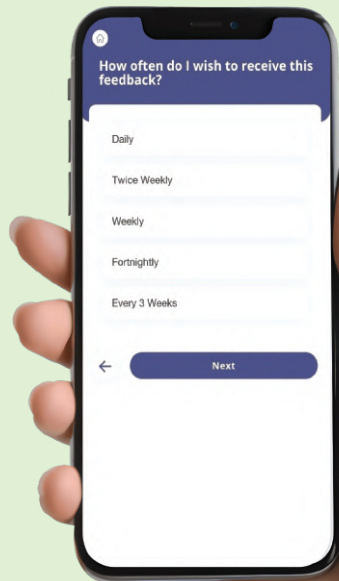
Organisational Conditions

Employee Future Skills

Employee Perceptions (In-App)

Growth Focus (Data Triangulated for Insights)


Team Effectiveness (In-App)



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Provide Feedback For Growth

John Smith



I want to better appreciate why self-awareness is important to the adaptive team leader role

★★★★★

Add Comments

Great work John, keep it up!

Submit

Within 3-months, Across Functions Horizontal Sampling

Nominated Growth Supporters for each Participant

Access to 24/7 MENTOR – Micro-Consulting Gen AI Chatbot

Queries correlated to datasets and growth choices

Within 100 days - Summary “Readiness for Change” report to C-Suite and HR

Access to 24/7 MENTOR – Micro-Consulting Gen AI Chatbot

Change Appraiser

For Integrated Individual and Team Coaching

- Appraising Change Growth in Individuals and Teams, leveraging on Integrated Coaching
- App-supported over 6 months, MENTOR 24/7 micro-consulting chatbots, 8 learning stages, digital content curated and provided
- 3 Growth Supporters can be nominated, or based on self-choice

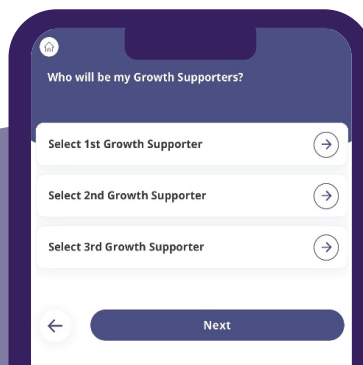
Coaches will receive:

Growth Challenges – At Start

Growth Progress – Mid-pt

Growth Success – End-pt

Recommendations for continued growth
will be highlighted in individualized growth report.



Who will be my Growth Supporters?

Select 1st Growth Supporter →

Select 2nd Growth Supporter →

Select 3rd Growth Supporter →

← Next

Change Accelerator

For CEOs, COOs and HR Teams

Creating the Internal Capacity for Change, by accelerating the "middles" through proven 8-stage development journey to becoming Adaptive Team Leaders

"Middles" in a transforming organization are middle managers, project managers, team leads, supervisors, and newly joined graduates

The internal capacity for change is reached when 2/3 of "middles" are more confident in cross-functional work, with peers, and demonstrated learning agility

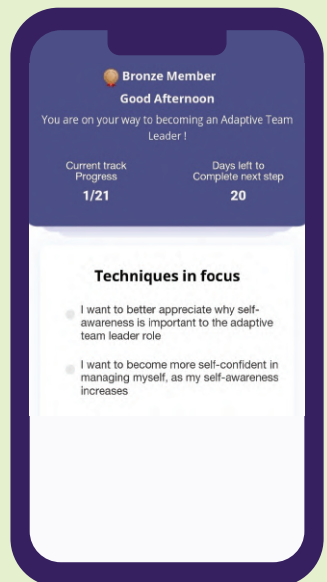
In-app learning stages, supported by:

Curated upskilling seminars/webinars

24/7 Micro-consulting MENTOR in-app
Gen AI Chatbot

Continuous growth development progress in-App

End of journey individualized growth report,
and for organization, aggregated change
recommendations



About the Founder

CHANGELEADER was founded by Dr. Karuna Ramanathan, formerly Senior Principal Organisational Development Consultant in the Public Service Division, Prime Minister's Office, Singapore (2014-17). In his senior government internal consulting role, he was responsible for designing and facilitating senior government leadership conversations with Senior Government Leaders, across ministries and agencies, in whole-of-government Singapore National Projects e.g. Smart Nation, SkillsFuture and Pioneer Generation. In public service, Dr. Karuna was acknowledged for his change consulting work by the World Bank in Darussalam Enterprises, or DARE, in 2016, and duly appreciated by the Brunei Government.

As a sword-of-honor recipient at the prestigious Britannia Royal Naval College, UK, Dr. Karuna is a former 2-time award-winning Naval Warship captain, a 2-term President of the Knowledge Management Society Singapore (2013-16), a co-founder of the Global Knowledge Network, and author of a change leadership book (2020). He has to date worked with more than 25000 leaders and managers in more than 500 business units and teams and designed and facilitated nearly 2000 change sessions. As a Marshall Goldsmith, CGC and Erikson Global Leadership Coach, Dr. Karuna has clocked nearly 3000 paid coaching hours.

Paying forward, Dr. Karuna has also contributed as external faculty in NTU (2008-09), and in NUS Business School (2018-2019), teaching in Masters-level programmes, on Managing Change. As Deputy Head Center for Leadership Development (2004-14), he was credited with introducing competency-based learning, action learning, coaching conversations, storytelling and narratives, leadership serious games, and critical thinking into military training and learning. Dr. Karuna created the 251 Storytelling Model, which remains in use in UNICEF since 2013. On his retirement from military, he was acknowledged as Master Trainer.



Delivery, Facilitation & Team Coaching



Dennis Tay
Programme Lead, Coach
Singapore



Dr. Arthur Shelley
Leadership, KM, Mentoring
Australia



Alam Sim
Leadership & Change
Australia



Hjh Zainab Omar
HR & Leadership and Team
Brunei



Wade Jackson
Organizational Storytelling
New Zealand

Design, Content, Engagement



Dr. Karuna Ramanathan
Principal Consultant
Singapore



Mr. Shawn Lourdasamy
BizDev & Client Success
Malaysia



Dixon Soh
IP & Legal Advisor
Singapore



Leong Keng Thai
Advisor
Singapore



Dr. Joseph Doty
Leadership Researcher
USA

App, Gen-AI, Data & Insights



Mr. Kieran Kishore
Operations Analytics Lead
Singapore



Dr. Kalashi Awati
Data Science & Measurement Consultant
Australia



Mr. Manas Jayaram
AI Technical Consultant
USA/India



Noraini Rahman
Data Protection Officer
Singapore



Clara Wong
Admin Executive
Singapore



Gerald Mok
Operations Executive
Singapore



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App Store



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ANDROID APP ON
Google Play

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CHANGELEADER SDN. BHD. (SSM: 202401030712 (1576561-K))