

# HOW TO CHANGE ANYTHING

**Why change fails and how leaders turn strategic intent into measurable behaviour change.**

A strategically focused one-hour keynote presentation for executive teams, senior leadership groups, conferences and offsites.

Presented by executive leadership and change expert, Huw Thomas.

Change is commonly treated like a logistical, project management challenge. It's actually a human influencing challenge. Despite relentless transformation programs, leaders and teams feel stretched, overwhelmed and stuck. Working hard but struggling to convert intent into sustained growth and change.

More project management frameworks won't fix that. A smarter approach to change will.

This 60-minute keynote can include Q&A, executive discussion or a short leadership application exercise. It is guaranteed to spark insight, ideas and fresh energy to execute.

## THE KEYNOTE COVERS

- 1 The hidden reasons change fails**  
Why leaders often misdiagnose failure and miss the human, behavioural and organisational causes underneath.
- 2 Behaviour change as the real finish line**  
How to move beyond solution implementation and track the behaviours that create adoption and ROI.
- 3 Commitment as a force multiplier**  
How leaders create rational, emotional and social commitment, rather than relying on compliance.
- 4 Capability beyond once-off training**  
Why real change requires practice, reinforcement and feedback, not a single learning event.
- 5 Prioritisation under pressure**  
How overloaded teams and competing initiatives destroy otherwise sound transformation efforts.
- 6 Follow-through until value is captured**  
Why stopping too soon kills the return promised in your business case.

## ENQUIRIES

[enquiry@huwthomas.com.au](mailto:enquiry@huwthomas.com.au)

[www.huwthomas.com.au](http://www.huwthomas.com.au)

+61 0414 186 165



*"Huw brought a plethora of world class knowledge on change in difficult environments."*  
- **Bernie Brookes AM**

*"Huw's inspiration & actionable advice made his session a standout of the event."*  
- **Doug Wolfson**

## WHAT AUDIENCES LEAVE WITH

- Clear diagnosis of why change efforts drift, stall or fail to produce benefits
- A practical leadership model for driving behaviour change at any scale
- A better way to define success through behaviour change, adoption and commercial outcomes
- Questions executives can use to test whether current change programs are genuinely on track
- A more disciplined view of change as an investment that must deliver a return.

## IDEAL FOR

Executive teams, senior leadership groups, transformation programs, strategy offsites, leadership conferences and organisations undertaking digital, data, operating model or cultural change.

## SPEAKING FROM EXPERIENCE

Huw Thomas is a leadership, behaviour change and organisational change advisor, speaker and author of the forthcoming book *"How to Change Anything, without Friction, Fatigue or Failure"*. He has worked with more than 150 organisations across dozens of sectors. He works with executives and senior teams to turn belief into behaviour and behaviour into business results.