

WORKSHOP 12



WEDNESDAY
OCTOBER 16
9:00am-4:00pm

LEVEL 600 COURSE

B2B AND B2C THEMED

PRESENTED BY:

CHANGE MANAGEMENT

As an organization realizes that strategic pricing can dramatically improve not only its profitability and revenue, but also its competitive sustainability, the hurdle to implement plans to execute an effective pricing strategy can seem insurmountable. There are often needs to transform systems, technologies, and processes as well as people and reward/incentive structures.

How does one implement a plan for change towards strategic pricing? What are the costs involved and how does one begin to align various organizational stakeholders for such implementation? What does such a process look like? Where does one start?

This workshop will focus on the process of change management and present success cases for reference. Participants will participate in an interactive session to experience what mindset and skills are necessary for initiating, advocating, effecting, controlling as well as facilitating change in an organization entrenched in current systems and processes. We will discuss the role of the change champion within the organization in promoting a growth mindset, how to get key stakeholders on board, how to effectively communicate change throughout the organization, and how to evaluate and audit the effectiveness of the change.



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Lillian Cheng is an advisor, consultant, and researcher in strategic pricing leadership. She has taught at several universities and her research interests are in leadership, change, marketing channels, marketing strategy and pricing. She is co-author of *An Appraisal of Behavioral Price Research (Part I)* and *Reflections on An Appraisal of Behavioral Research (Part 1)*, both in AMS Review, (3), 2013. She currently teaches leadership, disruptive change, innovations, and pricing at the National University of Singapore and consults globally. She is co-author of *Relativity: The Science of Price Perception* with Kent B Monroe, (forthcoming), published by Business Expert Press.

ATTENDEES WILL LEARN:

- The process of change management
- How to perform a gap analysis of change required
- How to advocate the benefits and advantages of strategic pricing

Workshop presentations are provided in a print copy workbook only and remain the proprietary property of each workshop speaker.

MORNING BREAK	10:15 am-10:45 am
LUNCH	12:00 pm-1:00 pm
AFTERNOON BREAK	2:15 pm-2:45 pm