

Practical seminar
on the book

Change That Works

How to Make
Transformation Happen



Practical seminar

13 November 2025

9.00 AM – 5.00 PM

memox / Frankfurt Messe

Today, successful change is more important than ever. Yet many change initiatives fail to reach their full potential or even fail altogether. This seminar, based on the book *Change that Works*, is dedicated to promoting success. It equips participants with the essential knowledge needed to initiate, manage and support change initiatives. The authors present an interactive day filled with inspiration and practical tools.

The topics

- What are the basic principles of change?
- How to create a positive climate for change?
- How to design a customized change journey?
- How to overcome resistance and blockages
- How can leaders sustain performance in times of change?

The highlights

- Compact impulses on key change topics
- Experience change tools and methods
- Concrete examples of typical change events
- Address your own change challenges
- Share experiences and network with other participants

The program

Morning | 9.00 –12.45 CET

- Joint immersion into the challenges of change
- Change at the individual level and insights from brain research
- 12 principles for effective transformation
- Introduction and hands-on experience with change tools

Afternoon | 13.45 – 17.00 CET

- Parallel Deep Dives (1)
 - Achieving Success Through Sprints
 - Change Communication
 - Managing Power
- Parallel Deep Dives (2)
 - Reorganization
 - Cultural Change
 - Innovation
 - Change in the Context of Digitalization and AI
- Addressing your own challenges

The experts

- Markus Spiegel
- Daniela Sommer
- Georg Remmers
- Henrike Schaum
- Markus Plischke

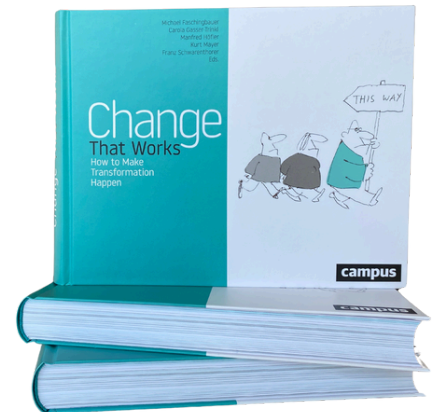
ICG is a European group with Austrian roots. Together with our clients, we design sustainably effective change processes. As dedicated change professionals, we are fully committed to addressing your change challenges.

For whom?

- A change initiative is approaching. You aim to improve.
- You want to digitize your processes and/or use AI.
- You are an experienced change professional in search of new impetus.
- There's sand in the gears – what's next?
- A sensitive meeting about change is scheduled.
- You are searching for a consultant for your change project.
- You are tired of the term "change management".

The book

Language: English
Publisher: Campus Verlag
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In the future, change should no longer fail. To this end, 43 ICG consultants have written a book that summarizes the essential "ingredients" for successful change processes in a concise and practical format. Spanning 401 pages and equipped with an extensive toolbox, this "playbook" provides all the essentials needed to initiate, manage, or support change initiatives.

13.11.2025 | 9.00 AM – 5.00 PM
memox | Frankfurt Messe
Platz der Einheit 1
60327 Frankfurt am Main

349,00 excl. VAT.
Including copy of book, lunch and snacks
50% discount for a second person with the same billing address

Registration and details via QR code

Free cancellation up to four weeks before the event.

Up to two weeks before the event, 50% will be charged, thereafter 100%.

Please contact [Sharon Posch](#), if you have any questions.

