

# Leading Meaningful Change Pathways



# Pathways For Mastering Meaningful Change

**Our Pathway Program focuses on the following four areas and can be customized and scaled to meet your needs.**

## **1. LMC ESSENTIALS ONLINE (LMCEO)**

### **UNDERSTANDING**

#### **Learning Outcomes**

- Understand the theory and key concepts of the LMC framework.
- Reflect on research, concepts, questions, exercises and tools to develop your Use-of-Self and plans for leading meaningful change.
- Learn through case studies how the LMC Framework was used to lead meaningful change.
- Obtain concepts and tools to help you validate, enhance and develop your plan for leading and managing meaningful change.
- Obtain access to peer learners through an online discussion forum.

## **2. LMC IN ACTION**

### **UNDERSTANDING / PRACTICING**

#### **Learning Outcomes**

- Same as above.
- Practice LMC key concepts by working on a LMC Change Challenge or project.
- Learn and assess your strengths and challenges leading meaningful change.
- Practice and see yourself in action as you participate in small group discussions and exercises.
- Develop an LMC Development Plan.
- Learn how LMC can be used to develop resiliency.

- Put into practice the LMC Toolkit on real change challenges.
- Participate in live interactive workout sessions (individual, team and teams of teams on zoom, teams or in person).

## **3. MASTERING LMC**

### **UNDERSTANDING / PRACTICING / MASTERING**

#### **Learning Outcomes**

- Same as above.
- Design, implement and receive feedback on your LMC Challenge Project.
- Work in teams to learn, coach and mentor each other.
- Learn and assess your strengths and challenges working in teams and complex organizations.
- Obtain individual and team coaching to advance your personal development plan and your work.
- (Builds on 1&2)

## **4. TRAIN-THE-TRAINER**

### **UNDERSTANDING / PRACTICING / MASTERING**

#### **Learning Outcomes**

- Requires completion of the Mastering LMC Program
- Learn how to teach, consult or lead LMC inside your organizations or change practice. This includes certification on the Leading Meaningful Change Framework, process, assessments and materials.

# LMC ESSENTIALS ONLINE (LMCEO)



[Leading Meaningful Change Essentials Online \(LMCEO\)](#) is the foundational step in the LMC learning pathway, setting the stage for more advanced programs such as [Leading Meaningful Change In Action](#), [Mastering Leading Meaningful Change](#), and [Train the Trainer](#).

## PROGRAM OVERVIEW

The LMCEO program is a self-directed, online learning experience designed for individuals seeking to develop or enhance their skills in leading and managing change. It is a part of the broader Leading Meaningful Change (LMC) suite, which includes various pathways for learning and mastery in change leadership.

## TARGET AUDIENCE

- Leaders, managers and people looking to improve their approach to leading change Teams and groups aiming to strengthen their collective ability to manage and implement change effectively.
- Consultants, coaches and professionals who need practical tools and frameworks to support their clients through change processes.
- Self-directed learners, individuals and teams who prefer a flexible, self-paced learning experience.

## LEARNING OUTCOMES

- **Understanding LMC Theory:** Gain a solid grasp of the LMC framework and key concepts.
- **Reflective Practice:** Engage with research, concepts, and tools to develop and refine your approach to change.
- **Practical Application:** Learn from case studies and access tools to enhance your change management plan.
- **Peer Interaction:** Participate in an online discussion forum to exchange insights and experiences with fellow learners.

## PROGRAM ELEMENTS

- **LMC E-Book:** Core content based on Beverley Patwell's book, *[Capturing the Hearts, Minds and Souls of the People You Lead, Work With, and Serve](#)*
- **Quizzes:** Three assessments to gauge your understanding of the LMC framework.
- **Exercises and Activities:** Self-directed tasks to deepen your learning.
- **LMC Toolkit:** A set of practical tools for leading and managing change.
- **Online Discussion Forum:** A platform for interaction with peers.

## PROGRAM OBJECTIVES

- **Introduction to LMC Framework:** Familiarize yourself with the principles and methodologies for effective change leadership.
- **Practical Methodology:** Learn and apply a proven approach to leading and managing change.

- **Research and Case Studies:** Understand how LMC has been applied in various scenarios through research and real-world examples.
- **Reflective and Applied Learning:** Use the LMC toolkit to develop and enhance your personal and professional change management plans.

## LEARNING JOURNEY

### 1. Chapter 1: Use-of-Self

**Objectives:** Explore the Use-of-Self concept and its role in change leadership. Reflect on your change management style and develop a leadership development plan.

### 2. Chapter 2: Six Keys To Guide Your Use-of-Self

**Objectives:** Learn about the six keys guiding your use-of-self, complete a power map exercise, and apply coaching techniques.

### 3. Chapter 3: LMC Framework: 7 Guiding Principles

**Objectives:** Understand the seven guiding principles of the LMC framework and use tools to assess and design your change management plan.

### 4. Chapter 4: Four Stages of The LMC Process

**Objectives:** Get acquainted with the four stages of the LMC process and the tools to support each stage of your change plan.

### 5. Chapter 5: Maximizing The Power of The Team

**Objectives:** Learn strategies to enhance your organization's teamwork, collaboration, and partnerships.

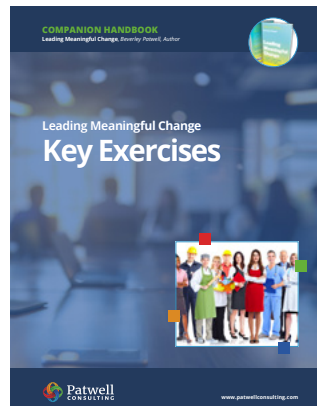
### 6. Chapter 6: Tools To Foster Teamwork, Collaboration and Partnerships

**Objectives:** Discover tools and exercises to strengthen team dynamics and collaboration.

### 7. Chapter 7: Case Study: City of Ottawa - One City, One Team

**Objectives:** Study the City of Ottawa's application of the LMC framework to build cohesive teams and a unified organizational culture.

## LMC TOOLKIT



**Objective:** Use the toolkit to develop and refine your change management plan, enhancing your leadership competencies.

**ENROLL TODAY!**  
**START YOUR JOURNEY TOWARD LEADING MEANINGFUL CHANGE!!**

**Register now, visit:**

[www.patwellconsulting.com/programs/leading-meaningful-change/lmc-essentials-online/](http://www.patwellconsulting.com/programs/leading-meaningful-change/lmc-essentials-online/)

## COURSE INSTRUCTOR



**Beverley Patwell**

Founder, Patwell Consulting

Beverley Patwell is a distinguished leader in organizational development and change, known for her work as a consultant, coach, teacher, and author. Her influential teachings have reached top universities in the Western Hemisphere. She authored *Leading Meaningful Change: Capturing the Hearts, Minds, and Souls of the People You Lead, Work with, and Serve* and co-authored *Triple Impact Coaching: Use of Self in the Coaching Process* with Edith Whitfield Seashore. Beverley has also published numerous articles and tools on leadership and coaching.

Her passion lies in helping people navigate change effectively by focusing on the Use-of-Self philosophy, which emphasizes personal choice and accountability. Beverley aims to inspire individuals to excel during change by fostering meaningful connections and leveraging strengths for thriving at home, work, and beyond.

## TESTIMONIALS

*“Our organization hired Beverley to help us design a formal learning and development framework and inhouse training curriculum for our paralegals in 2023/2024. Working with Beverley for just over a year was a pleasure and resulted in successfully meeting our goals. Beverley’s Leading Meaningful Change approach ensured strategic alignment with organizational goals and initiatives. She took the time to get to know our business, our organizational culture, and the intended outcomes for the project. She dedicated time to get to know and work closely with the key stakeholders and subject matter experts who collaborated with her to get the work done. Some of the main accomplishments while working with Beverley included designing and conducting a comprehensive needs assessment, developing the formal learning and development framework and curriculum design, building and delivering the first coaching and mentoring component, creating the evaluation framework and assisting our Training Specialist with drafting the formal report and recommendations to help our executive management team understand and approve what was needed in order for our new learning and development plan to be sustained and maintained over time. Our Paralegal Training Plan has now become a permanent part of our business and has been put in place to support our paralegals throughout their career, resulting in the ability to provide better service and successful outcomes on files.”*

**Michale Celio,**  
Training Manager

*“In a world where organizational strategy increasingly relies on big data, Bev reminds us that numbers alone can’t inspire people to commit to a new direction. Rather people must believe with their ‘hearts and souls’ in a change in order for it to ultimately succeed and stick. The practical tools and methods Bev outlines in Leading Meaningful Change can help all of us consistently put our people at the center of our change efforts.”*

**Greg Warman,**  
Principal and co-founder, ExperiencePoint

## TESTIMONIALS

*"I recently had the privilege and opportunity to be taught by Beverley Patwell as part of the graduate certificate of Organizational Development through Royal Roads University. Beverley is an absolute gem of a human, a sage in her field and a professional through and through. I learned so much from her through the program and really resonated with her teaching style which was both inclusive and supportive. Beverley understands transformational change and organizational vitality and shares this with students in ways that help the learners to experience shifts in their understanding and awareness and to hone in on what they need individually to support their organizations through change. I'd recommend her to absolutely anyone and can't wait to work with her again."*

**Andrea Phippen,**  
HR Professional

*"The process and tools that Beverley has developed to lead meaningful change were invaluable for our change efforts at Houle. They really helped to align our leadership teams and their teams of teams for the changes that we were embarking upon. As a group of leaders, it helped us think through the stages and plan our journey and how we were going to transform our organizational culture. We couldn't have made the strides we did without it."*

**Amber Roberts,**  
VP, People & Culture

*"LMC will be the guide and main tool that I will use when tackling work related complex changes. Although this course was delivered in a virtual space, the welcoming, honest and caring atmosphere and high level of empathy by the entire cohort, displayed towards one another, was the most unexpected surprise that came out of this experience for me. I will treasure this gift that came at a very challenging time in my life."*

**Alexander Garcia,**  
LMC Program Participant

*"Bev has designed and facilitated several change programs for BC Assessment. Her program moved seamlessly in 2020 from a 2 day face to face delivery to virtual classroom in modules. Bev was resourceful and flexible when we needed to redesign the program, working closely with BC Assessment to ensure an optimal learning experience for the manager audience. In addition to her expertise in the subject matter of change Bev has a keen sense of understanding for the challenges managers face in putting theory into practice. Additionally Bev's sense of humour and commitment to quality helped to make working with her a true pleasure."*

**Ann MacLean,**  
People Practice Advisor BC Assessment

*"From the Use-of-Self keys, to the wisdom of reframing, the sharing of practical exercises and guides, and with direct access to global experts and leaders - this program will re-boot your organization by capturing the best in your people - their hearts, minds and souls. Lead meaningful change with the excellent tools and talent of Bev Patwell's program, designed for private, public and NGOs of all sizes and at all stages of change."*

**Jennifer Lavoie,**  
Founder, Lavoie Public Relations and CESO  
International Business Advisor

*"Patwell Consulting coaches senior teams to lead the culture change in their organizations, using the principles that they value the most. The result is transformative and meaningful. Not only do leaders develop themselves through the process, they end up with solutions that address their business needs. This makes the change that more effective and, ultimately, inspires people to move toward a common vision."*

**Steve Kanellakos,**  
Previous City Manager, City of Ottawa

## TESTIMONIALS

*"Beverley Patwell presents a straightforward and practical approach for what everyone needs to be able to achieve 'meaningful change'. This book is a must-read for any change practitioner, as it focuses on two often overlooked critical aspects of successful change: the use of self and winning the hearts and souls of those affected by the change. An essential guide for all who want to optimize change!"*

**Mark Porter,**  
Retired Executive Vice President - People & Culture WestJet Airlines

*"A masterful and comprehensive approach to leading and managing transformation efforts of any type or size."*

**Phil Lenir,**  
Co-founder and President, CoachingOurselves

*"I encourage anyone who wants to effect positive change to read this book and reference it time and time again as you use Bev's process and tools. "*

**Paul Slaggert,**  
Retired Director Stayer Centre for Executive Education, University of Notre Dame, Current Program Director Kelly School of Business

*"LMC is a unique blended learning program that demonstrates what is possible in an online learning and community environment. I'm grateful I was able to participate in the Royal Roads LMC program, both for the academic teachings and the experience of learning from Bev and other faculty, the folks in my team and our learning community."*

**Barb Murphy**  
Creative Project Management

*"Capes optional!"*

*Participating in Bev Patwell's Leading Meaningful Change course was like embarking on a journey of personal growth during a significant leadership transition at my workplace. As our organization turned a new leaf, this course equipped me with the tools to confidently navigate the change. Bev's extensive expertise and approach to online learning and change management are effective in guiding people who want to do more than follow a change plan. It's about winning hearts, instilling a belief in a greater cause, and achieving results that make you feel invincible—without the need for a cape!"*

**Erin Beattie**  
Communications Consultant  
Engage + Empower Communications Consulting

*"In a world where organizational strategy increasingly relies on big data, Bev reminds us that numbers alone can't inspire people to commit to a new direction. Rather people must believe with their 'hearts and souls' in a change in order for it to ultimately succeed and stick. The practical tools and methods Bev outlines in Leading Meaningful Change can help all of us consistently put our people at the center of our change efforts."*

**Greg Warman**  
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