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## BRAD RIXMANN

Founder & CEO, Pawn America

Hear first-hand how one entrepreneur found success by bringing passion, integrity and fun to an industry with a perception for being rough and tough. [Learn more.](#)


 PawnAmerica

### SPEAKERS FORUM

September 12, 2013

River's Edge  
Convention Center  
St. Cloud, Minn.

Dear ,

Do you aspire to create real, positive change in your business or community? Are you interested in communicating vision and empowering lots and lots of people?

Below you'll find an article by John Kotter that examines the difference between "change management" and "change leadership." Kotter notes that it's change *leadership* that "concerns driving forces, visions and processes that fuel large-scale transformation."

For executives and directors who are looking to better understand how to lead change, the Anderson Center's [Leading Change Forum](#) is scheduled for November 18-20, 2013 at the Gainey Conference Center in Owatonna, Minn. Learn more in our Forum Spotlight below.

Speaking of change, two new members were recently added to the Anderson Center team! We welcome [Rebecca Gross](#) and [Sydney Klinker](#), the Center's new Forum and Client Coordinators, respectively. You'll have a chance to meet and interact with Rebecca and Sydney before, during and after your next forum, as they've been added to the team to help manage and enhance your executive education experience at the Center.

Best regards,  
**The Anderson Center Team**

#### UPCOMING FORUMS:

##### **7 Habits for Managers Forum**

[Registration Closes Aug. 5, 2013](#)

August 20-22, 2013, River's Edge, St. Cloud

##### **Speakers Forum — Brad Rixmann**

September 12, 2013, River's Edge, St. Cloud

##### **Managers' Forum**

September 16-20, 2013, Gainey Center, Owatonna

##### **Finance Forum**

October 7-9, 2013, River's Edge, St. Cloud

##### **Roundtable Annual Retreat**

October 24-25, 2013, Madden's, Brainerd

##### **Leadership Forum**

October 28-30, 2013, Gainey Center, Owatonna

##### **Governance Forum**

November 5-7, 2013, Madden's, Brainerd

##### **Leading Change Forum**

November 18-20, 2013, Gainey Center, Owatonna

##### **Operations Forum**

January 27-29, 2014, River's Edge, St. Cloud

##### **Executive Forum, Cohort 7 (Week 1 of 3)**

February 16-21, 2014, Gainey Center, Owatonna

**More Anderson Center forums in 2014...**

[Click here to see the Center's Forum Calendar.](#)

#### REGISTER NOW FOR 2013 & 2014 FORUMS:

Registrations are now being accepted for all 2013 and 2014 forums. See the [2013-2014](#)



## FEATURED ARTICLE

### Change Management vs. Change Leadership — What's the Difference?

by Dr. John Kotter

I am often asked about the difference between "change management" and "change leadership," and whether it's just a matter of semantics.

These terms are not interchangeable. The distinction between the two is actually quite significant. Change management, which is the term most everyone uses, refers to a set of basic tools or structures intended to keep any change effort under control. The goal is often to minimize the distractions and impacts of the change. Change leadership, on the other hand, concerns the driving forces, visions and processes that fuel large-scale transformation.

There is a difference that is very fundamental, and it's very big, between what is known today as "change management" and what we have been calling for some time "change leadership." The world basically uses change management, which is a set of processes and a set of tools and a set of mechanisms that are designed to make sure that when you do try to make some changes, A, it doesn't get out of control, and B, the number of problems associated with it — you know, rebellion among the ranks, bleeding of cash that you can't afford — doesn't happen. So it is a way of making a big change and keeping it, in a sense, under control. Change leadership is much more associated with putting an engine on the whole change process, and making it go faster, smarter, more efficiently. It's more associated, therefore, with large scale changes. Change management tends to be more associated — at least, when it works well — with smaller changes. [Read more...](#)

Video: John Kotter on "change management" vs. "change leadership."



[Forum Calendar](#), for more information.

To learn more about the Anderson Center and our forums, visit [our website](#) or contact Venita Wilkes at 320.251.5420 or [venita@anderson-center.org](mailto:venita@anderson-center.org).

## ENHANCING EFFECTIVENESS

Video: [Leadership & 7 Habits for Managers](#)



The Anderson Center is partnering with FranklinCovey to deliver two forums designed to equip executive teams and managers with the skills necessary to lead organizations and teams more effectively. To learn more about the Leadership Forum and the new 7 Habits for Managers Forum, see the testimonial video [here](#).

## FORUM SPOTLIGHT

Over more than thirty years of research, Dr. John Kotter, world-renowned change leadership expert, has found that 70% of all major change efforts in organizations fail. Often they fail because organizations and their leaders do not prioritize or accomplish critical components of the change process.

In order for your organization to react successfully to windows of opportunity — for growth, innovation, cost structure, culture shifts and technology, among others — intentional change leadership and a powerful methodology to change is required. The Leading Change Forum is designed to share insight into how leaders can successfully transform their organizations.

## TRANSFORMING LEADERS

Video: [A Look at the Executive Forum](#)



The seventh cohort of the Executive Forum — set to take place across 2014 — is already filling up. To learn more about the forum that is transforming leaders, see the testimonial video [here](#).

ANDERSON CENTER



Leading Change Forum  
November 18-20, 2013  
Gainey Conference Center  
Owatonna, Minn.

The Leading Change Forum has been developed and is ideally suited for CEOs, CXOs, senior executives, HR professionals and senior and mid-level managers responsible, in whole or in part, for organizational design and structure, internal alignment, and/or leading change at any level of the organization. This three-day Forum is a comprehensive program that assists individuals in preparing for and navigating through major changes within their organization.

Program objectives for the Leading Change Forum include: introducing the Change Framework, an eight-step process designed by leadership and change management expert John Kotter; applying the Change Framework to real-world case studies; and developing a plan to utilize the eight-step process to lead change in the participants' organizations.

**The Leading Change Forum is pre-approved by SHRM for recertification credit**

The Anderson Center's Leading Change Forum has been approved for 18.5 (Specified – Business Management and Strategy) recertification credit hours toward PHR, SPHR and GPHR recertification through the HR Certification Institute.



The Leading Change Forum is scheduled for November 18-20, 2013 at the Gainey Conference Center in Owatonna, Minn. Learn more about the forum and register [here](#).

\*The use of the "pre-approved" seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for certification credit.



**2013**  
**ROUNDTABLE**  
**ANNUAL RETREAT**  
October 24-25, 2013

A unique networking and educational event—one benefit of the strategic Roundtable membership.

[Learn more.](#)

*"Leadership is the capacity to translate vision into reality."*

**Warren Bennis**  
American scholar, author