

Discover a path to freedom  
through the Immunity to Change™  
method of transformation

**What is your hidden  
Immunity to Change™?**



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*Use the ITC method to create powerful individual or team  
ITC maps to uncover the hidden immune system that  
prevents individual, team, and organizational change.*

# IMMUNITY TO CHANGE™

***Start Overturning  
Your Immunity  
to Change™ Today***

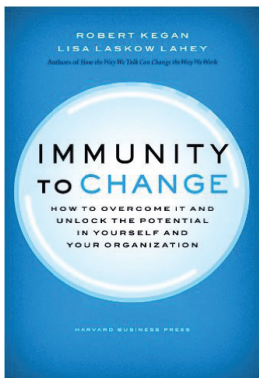
Discover the hidden, internal  
dynamic “protecting” you from the  
changes you most want to make  
called the “immune system.”

## What is the Immunity to Change™?

A recent study showed that when doctors tell heart patients they will die if they don't change their habits, only one in seven will be able to follow through successfully. Desire and motivation aren't enough: even when it's literally a matter of life or death, the ability to change remains maddeningly elusive.

## Given that the status quo is so potent, how can we change ourselves and our organizations?

The **Immunity to Change™** method was developed by Harvard University Professors Dr. Robert Kegan and Dr. Lisa Lahey. It shows how our individual beliefs—along with the collective mind-sets in our organizations—combine to create a natural but powerful immunity to change. By revealing how this mechanism holds us back, Kegan and Lahey give us the keys to unlock our potential and finally move forward. By pinpointing and uprooting our own immunities to change, we can bring our organizations forward with us. This approach offers tools to overcome the forces of inertia to transform your life and your work.



There are several options for you to start overturning your immune system today so that you can accomplish your most important change goals: individual workshops, team workshops, and individual coaching.



**Immunity-to-Change™**  
Individual Workshop

The **Immunity-to-Change™ Individual Workshop** is designed to help individuals make those personal changes that are most important to them— but have proven resistant even to thoughtful plans and heartfelt intentions. This workshop is the **first step** in deepening your knowledge and experience with ITC. Individuals will learn how to use the ITC method to create a powerful individual ITC map and uncover the hidden immune system that has prevented individual change.



**Immunity-to-Change™**  
Team Workshop

Teams, like individuals, can be immune to change. They commit to improvements they genuinely want and need to make in order to increase their effectiveness. However, they act contrary to those intentions.

The **Immunity-to-Change™ Team Workshop** is designed to help intact work teams make those personal and collective changes that are most important to them— but have proven resistant even to thoughtful plans and heartfelt intentions. This workshop is the **first step** in deepening the team's knowledge and experience with ITC. The team will learn how to use the ITC method to uncover the hidden immune system that has prevented team change.

The team has the option to make individual maps that support the team goal or one powerful team ITC map.



**Immunity-to-Change™**  
Individual Coaching

Customized individual **Immunity to Change™** one-on-one coaching is also offered. The coaching engagement is tailored to the individual's goals, needs, and schedule. It provides more in depth feedback and accountability than our other offerings.