

THE CHALFONT PROJECT

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Launch of Viral Change™ Academy at Warren House and 2008 schedule

Warren House is proud to announce the exciting launch of the **Viral Change™ Academy** on the **1st of May at 18.30 hr.** with the presentation by Dr Leandro Herrero, architect and pioneer of the concept and its methodology, entitled:

'Management of change in organisations. How to fail miserably and the Viral Change alternative: making success fashionable'

Viral Change™ is a pioneering, novel methodology to create and sustain real change in organisations. Whilst the traditional approach is to produce a large number of initiatives and 'cascade them down' from the top of organisations through a series of communications and workshops, with the hope that everybody will be engaged, Viral Change™ employs a highly selective small set of key behaviours which, modelled and spread by a small number of people via their natural social networks of influence, create faster and sustainable change.

The traditional forms of management of change are mechanistic, with heavy emphasis on processes. Viral Change™ is organic, based upon networks of influence and with emphasis on behaviours. In Viral Change™ mode, the assumption is that 'there is no change unless there is behavioural change'. Mapping new processes and systems and 'rolling them out' is pretty useless if people continue to work more or less as before.



Viral Change™ in organisations follows more the pattern of infections, and has more in common with the spread of fashions, than with the 'communication to all' style of management.

Warren House hosts the Viral Change™ Academy in exclusivity. The Viral Change™ Academy will offer a series of learning days throughout the year, offered to our guests and friends in the business community and tailored to specific needs:

2008 schedule

One day masterclass.

An intensive foundation learning experience on the concept and method of Viral Change™

Dates:

Wednesday 28th of May

Thursday 25th of September

Thursday 27th of November

Fees: £650 per person including the day delegate cost (meal, drinks, etc.)

One day 'Viral Change™ Lab'.

A follow up to the master class with focus on case discussions and applications.

Dates:

Friday 26th of September

Friday 28th of November

Fees: £750 per person including the day delegate cost (meal, drinks, etc.)

In company seminar.

A two-day combination of the masterclass and the case studies' Lab, including examples from inside the company. For five or more delegates (note: overnight accommodation required due to evening group work)

Dates on request

Fees £2,500 per person. This is inclusive of £400 total residential cost: all meals and overnight accommodation

Accreditation programme.

Similar to the above in company seminar, but focused on the specific needs of Human Resources and Organisational Development managers (note: overnight accommodation required due to evening group work)

Dates on request

Fees £2,500 per person. This is inclusive of £400 total residential cost: all meals and overnight accommodation

All sessions include workshop materials and accreditation from the **Viral Change™ Academy**

Assisted by members of his team, all the learning days will be lead by **Dr Leandro Herrero**. A practicing psychiatrist by background, Dr Herrero also spent many years in senior management positions in top organisations both in the UK and the US, before founding The Chalfont Project Ltd, (www.thechalfontproject.com) an international consulting firm of 'organisational architects'. The Chalfont Project has leading expertise in behavioural and Viral Change™ in organisations, leadership, innovation and human collaboration.

Dr Herrero is the author of several books including *Viral Change™: the alternative to slow, painful and unsuccessful management of change in organisations*, *The Leader with Seven Faces*, *New Leaders Wanted* and *Disruptive Ideas*, all available through online booksellers such as amazon.co.uk, amazon.com, borders.com, waterstones.com, etc.



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