

# Prosci Taps Addictive Leadership to Navigate Growing Pains

Prosci is a global leader in change management solutions that helps companies like Kraft, Unilever and Adobe deal with their new reality. They focus on helping organizations build their own change capabilities.

## **CHALLENGE**

### **REGAIN FOCUS AND AUTHENTICITY AMIDST GROWTH**

Ultimately, Prosci was falling victim to the same challenges they help others conquer - in a period of exponential growth, leaders began to feel overwhelmed. Prosci engaged Addictive Leadership to get back on track. They had to realize that saying yes to every opportunity was diluting their focus and eating away at time and creative energy. It was important to determine which ideas aligned with strategy and which needed to be a no.



### **1 SAY NO TO THE WRONG THINGS**

Say No to the things preventing leaders from being effective.

### **2 EMPOWERING LEADERS**

To effectively communicate and Say No to the wrong things and Say Yes to the right things.

### **3 ALIGN IDEAS AND STRATEGY**

Stop chasing shiny objects and focus on the work that brings you closer to reaching goals.



## **SOLUTIONS**

The Addictive Leadership program kicked off with a one-day training and tactical program implementation. Addictive Leadership engaged with the entire Prosci leadership team through:



### **SCENARIO TRAINING**

Taught Prosci leaders to assess all of the meetings, projects, and decisions that were unproductive and *Say No* to those using a simple script.



### **HABIT FORMATION**

Implemented habitual processes to elevate company culture and empower leaders. Some even began saying, *"Did you just Michael Brody-Waite me?"*



### **REINFORCEMENT TRAINING**

The Addictive Leadership team installed a 10-minute tool to be used once a month to ensure that Prosci realized the maximum value in carrying the principles forward.

## **RESULTS**

Once Prosci hired Addictive Leadership to implement the three principles of Practice Rigorous Authenticity, Surrender the Outcome, and Do Uncomfortable Work, they started seeing immediate results. In the first month:

SCOTT **SAID NO** TO A DUAL OPERATING SYSTEM AND **SAVED THE COMPANY \$100,000.**

RANDY **SAID NO** TO EXPANDING A LICENSE WITHOUT UPFRONT PAYMENT AND **SAVED THE COMPANY \$90,000.**

IN 28 DAYS, THE PROSCI TEAM AS A WHOLE **SAID NO** TO 500 HOURS OF **LOW-VALUE WORK** TO FOCUS ON HIGH-VALUE ACTIVITIES.

"The time and money we've saved has helped us hit record-setting goals at Prosci. The Addictive Leadership Program changed everything for us: culture, turnover, revenue . . . everything has improved. Our strategy now relies on our leaders' ability to do 100% of their Uncomfortable Work, 100% of the time."

**Scott McAllister**

**CEO at Prosci**

**Sticking to the status quo won't help you grow.  
It's time for bold action.**

Reclaim 500 hours per person per year and save thousands of dollars when you unleash Addictive Leadership at your company. [Get in touch to learn more today.](#)