

## ***Paul Brand*** **Bio Sheet**

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### **Bio**

#### *Values / Reasons to be Interviewed*

I will help you create positive, inclusive, effective change in your organization.

I will give you a minimal stress, proven process for creating change.

I will help you create transformations and therefore stories to tell that enhance your career.

I will enable you to charge more for your services, whether as a CEO or manager, by giving you change leadership skills.

#### *Experience*

Paul Brand is a management consultant working with global blue chip organizations such as Shell, Heineken, Sony, ABN AMRO Bank, Ahold, and EON. Evolving from an operations perspective, Paul's focus moved into providing specific expertise on growing and nurturing the innate ability to change.

Paul leads organizations through the confusion of change management from “just another management methodology” to the understanding that change management is about the development of people. With [Change Your Mind, Change Your Business](#), Paul's purpose is to dispel the common misunderstanding and even negativity surrounding change management, and how you can begin successfully applying it in your own environment.

### **Publications**

*Book:* Change Your Mind, Change Your Business (2015)

*Assessment:* Is Your Change Management Actually Working?  
(<http://changemindbusiness.com/assessment>)

## **Interview Questions**

What is change management and why should we care?

What changed in your life that personally drove you to write a book about managing change, and lead to this interview?

Isn't change management just a fancy management term? Why would you even want to think about it at whatever organizational level you're at?

What are the biggest change management problems you hear corporate leaders talking about?

What's the number one thing leaders can do right now to get better results out of their change projects?

What should leaders who are interested in learning more about effective change management do next?