



Media release

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Change management guru Leandro Herrero to visit SA

Specialist to do two public seminars aimed at communication practitioners

[Cape Town] Dr Leandro Herrero, a behavioural change guru internationally acclaimed for his Viral Change™ work, will be visiting South Africa from 26 to 31 July 2010 for a series of workshops and two public seminars. The topic of the seminars is *Viral Change™: How to create fast and lasting sustainable change in organisations*.

The Cape Town seminar will take place at the Vineyard Hotel & Spa on 28 July, while the Johannesburg seminar will be presented at the Sandton Hyatt on 30 July. The cost per person is R1 100, which includes lunch.

Viral Change™ is a methodology Herrero pioneered and developed as the alternative to the slow, painful and often unsuccessful management of change in organisations. The traditional model is linear: Big change needs a big set of initiatives cascaded down via big communication programmes.

With Viral Change™, however, a small set of behaviours spread by a small number of people through their networks of influence create massive behavioural tipping points, translated into new routines and “cultures” (new ideas, new ways of working, new process adoption, new culture). Viral Change™ is about creating an internal epidemic of success in whatever way you have pre-defined success.

The Viral Change™ seminars are aimed at organisational leaders, organisational development (OD) practitioners, change managers and communication specialists.

Aspects that Herrero will be covering include:

- There is no change unless there is behavioural change (Behaviour and organisational transformation)
- Push and pull approaches (The limitations of top-down change)
- Communication is not change (How to engage people in real behavioural change)
- Understanding and managing influence (The power of peer-to-peer interactions)
- Creating “social infections” in an organisation that lead to success
- Implications for management and leadership

In Context Consulting, a strategic business and communication consultancy that provides integrated solutions and training to small, medium and large organisations, is the South African associate of Viral Change™ and will be organising the seminars and hosting Herrero during his stay in South Africa. Further appointments with Herrero and your organisation or department can be arranged. During these sessions, Herrero will address your particular change challenges.

To book your seat for a seminar or arrange an appointment with Herrero, please email In Context Consulting at info@incontext.co.za or phone Marí Lategan on 083 304 5004.

[Ends]

Notes to editors

About Viral Change™

Viral Change™ is a methodology Dr Leandro Herrero pioneered and developed to create sustainable change in organisations. It focuses on behavioural change, using the power of relatively small numbers of influencers or champions in an organisation, acting mainly on a peer-to-peer basis through internal social networks. The success of this cutting-edge approach led Herrero to create the company Viral Change™ L.L.P., which has been active since January 2010. Herrero is the managing partner of the new company, which has associated practices globally – the UK, USA, Sweden, Italy, Belgium, South Africa and Brazil.

About Dr Leandro Herrero

Dr Leandro Herrero worked as a psychiatrist for more than 15 years before taking up senior management positions in several global pharmaceutical companies in Europe and the USA. He is the co-founder and CEO of The Chalfont Project Ltd, an international consulting firm of organisational architects. Taking advantage of his behavioural science background, coupled with his hands-on business management experience, he works with diverse organisations, focusing on organisational strategy, structural and behavioural change, leadership and innovation.

In 2006, Herrero began writing management books that focus on bringing behavioural science to day-to-day management and leadership, based on his experience as a behaviourist and management consultant. The first book, *The leader with seven faces: Finding your own ways to practice leadership in today's organization* (2006), is the cornerstone of executive leadership development programmes and retreats, which he leads personally, with heavy emphasis on self-awareness, reflection time, internalisation and behavioural change. It was complemented by *New leaders wanted – Now hiring! The 12 kinds of people you must find, seduce, hire and find a job for* (2007). *Viral Change™: The alternative to slow, painful and unsuccessful management of change in organizations* (2008) outlines a methodology developed and successfully tested to create significantly faster cultural and behavioural change in organisations. This was followed by *Disruptive ideas. 10 + 10 + 10 = 1000 – The maths of viral change that transform organisations* (2008). Later this year, *Innovations: Escaping the me-too company* will be published.

About In Context Consulting

In Context Consulting is a strategic business and communication consultancy that provides integrated solutions and training to small, medium and large organisations. The pillars of In Context Consulting consist of consulting, training and publishing. For more information, please visit www.incontext.co.za

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