

Change Management Performance

The SymmeTree® Simulation

Meet the
incredible
challenge of
CHANGE...
with a proven
program
that puts
you ahead!

This two-day "simulation" puts you in control and positions you for the future

- Have fun and learn through an incomparable "real world" experience.
- Gain new tools to deal with critical issues before they happen.
- Take the mystery out of strategic planning as it comes to life through the story of SYMMETREE, a mythical company with real-world concerns.
- Enhance your ability to lead through inevitable periods of change.
- Learn how you pay attention to the right things, how you don't, and the consequences.
- Utilize a needs assessment tool that can guide your company year after year.

You will receive the SYMMETREE Resource Manual that includes:

- Your Personal Leadership Performance Report
- SYMMETREE Management Models
- Strategic Needs Assessment
- Current research and reference materials



Small Business and Technology Development Center
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The SBTDC is administered by NC State University on behalf of the University of North Carolina System and is operated in partnership with the U.S. Small Business Administration.

“*I have never been to any program like this... it was very valuable for me to look at so many aspects of a business at once—personalities of people, finances, strategies.*”

— VP, Senior Researcher, medical manufacturing company

Change management

Industry leaders now flatly state that we must all enhance our change management skills—in fact, **our very ways of thinking**. SYMMETREE has been designed to address this substantial challenge.

Effective Change Management today must:

- Integrate strategic thinking and enhanced decision-making to find new solutions to hard management issues
- Incorporate vision with leadership and ethical qualities.

How it works

SYMMETREE is an intensive, research-based, two-day program that not only identifies change management skills but also allows participants to experience and practice them.

- You and your team are immersed in the world of SYMMETREE, Inc.— a company with three divisions: manufacturing, service, and retail—so what you experience is directly related to your business.
- You get new tools to help you confront core issues like finance, marketing, human resources, and information technology.
- You use tools like strategic thinking, decision-making, creativity, visioning, personal leadership assessments, and management models.
- Ideal group size ranges between 12 and 30.
- SYMMETREE is offered in several settings:
 - On site for your organization
 - In executive education forums
 - At business schools

“*Impressive*”

Strategic planning brought to life

The elements of strategic planning are central to the SYMMETREE story. Because these elements drive many of the activities, strategic planning comes to life. Teams must present their strategic analysis and recommendations for SYMMETREE. This is a key time when change management skills are used.

But you go beyond strategic planning—into the arena of strategic positioning. As you must do for your company, you must decide what SYMMETREE will mean in five years, in ten years’ time, for you.

Personal leadership performance

SYMMETREE makes use of a powerful leadership assessment—The Attentional and Interpersonal Style (TAIS®) inventory. TAIS is a world-class instrument—used by top corporations, elite military personnel, and major sports organizations for over 20 years.

After the program

SYMMETREE is not a here today, gone tomorrow exercise. The tools of SYMMETREE and ongoing SBTD management counseling help ensure that you translate the lessons of the workshop into your workplace.