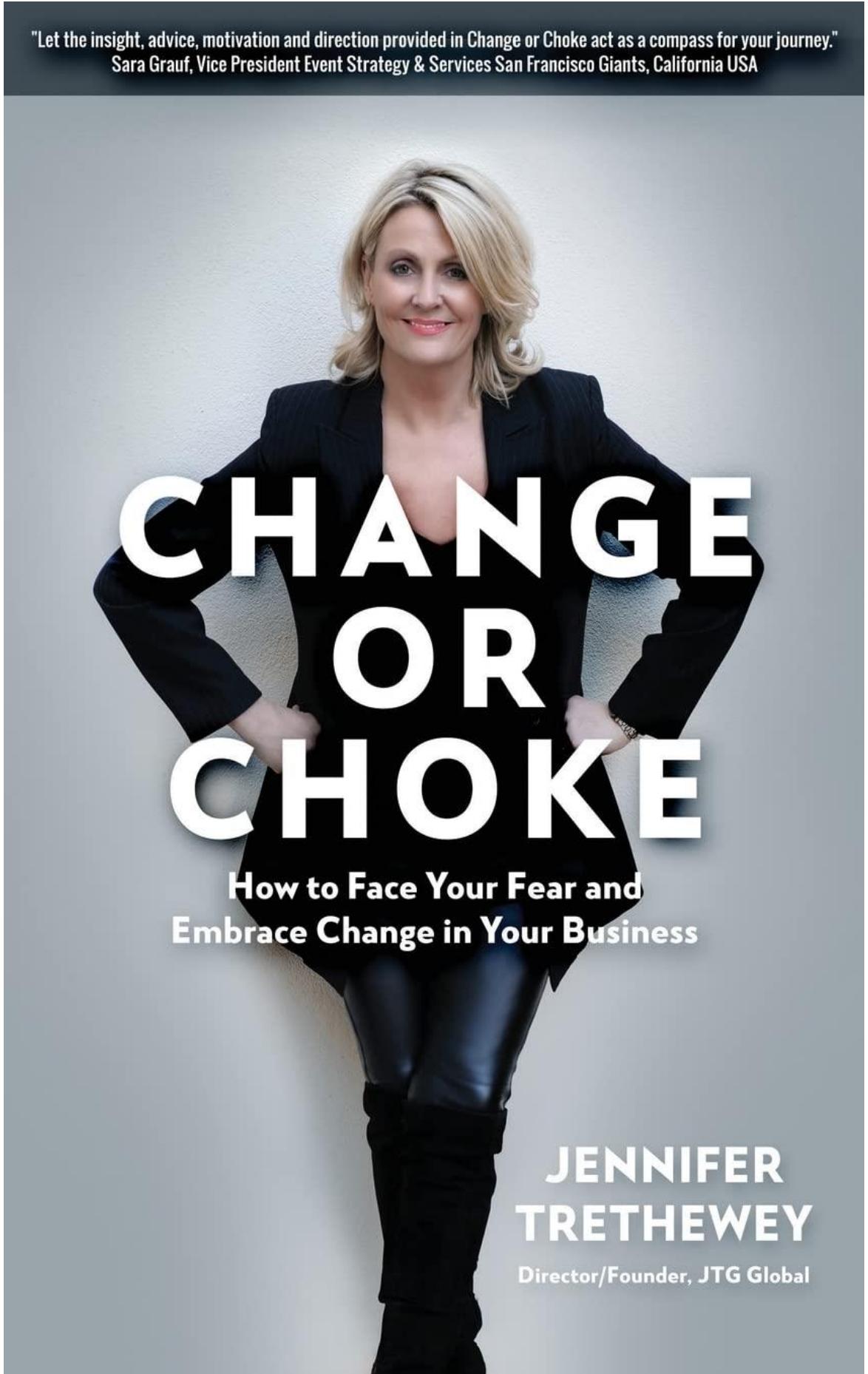


"Let the insight, advice, motivation and direction provided in Change or Choke act as a compass for your journey."
Sara Grauf, Vice President Event Strategy & Services San Francisco Giants, California USA



CHANGE OR CHOKE

**How to Face Your Fear and
Embrace Change in Your Business**

**JENNIFER
TRETHEWEY**

Director/Founder, JTG Global

Change or Choke: How to Face Your Fear and Embrace Change in Your Business

The business book by Jennifer Trethewey emphasises that businesses must adapt to survive, or they will fail ("choke").

The context of "Change or Choke" usually points to overcoming fear of business evolution or making mechanical adjustments for performance.

Can your business afford NOT to change? The world is changing exponentially - what do you and your team need to do, to make change in your business and why? In Change or Choke, author Jennifer Trethewey asks: - Do you fear having to manage change within your company? - Do you avoid having to deal with conflict with peers or employees when having to go through that change? - Do you have managers that have self-doubt and won't face change and embrace it? "Change" is the word that businesses fear and leaders avoid! As a recognized Global Change Consultant, Jennifer Trethewey finds that fear of change and avoiding conflict is by far the biggest issue leaders face, no matter the size of the company. To achieve superior internal business alignment with a strong internal culture, your business must uphold effective efficient internal processes and procedures with the right people and structure. To do that you need to change; it's non-negotiable! If you don't change you choke, it's as simple as that! If you recognize the need for change, learn how to manage it, face the conflict and lead your staff to achieve the company's goals for growth and success, you will become an enviable leader. Change or Choke will help you become "that" leader, it will guide you and help you coach your teams to manage change and become a specialist in company change, because if you don't Change you will Choke!!

- If companies and leaders don't proactively manage and embrace change, they risk stagnation and failure, which is likened to choking.

- Address leadership fears, conflict avoidance, and the need for strong internal processes to adapt to exponential world changes