




THE **Change** INSTITUTE

*Developing leaders from the inside out.*



MEDIA KIT



"We believe the whole person has to develop before exceptional leadership is possible."

**Lorna Johnston, Founder of  
The Change Institute**



# ABOUT US

The Change Institute helps leaders and their teams use their full capacities even under incredibly challenging circumstances, such as the recent COVID-19 pandemic. They coach, train, facilitate and consult with leaders to help them delve into what is going on under the surface and in the minds and hearts of individuals and teams as they work together toward results. Through a mixed method approach that includes the psychological model Transactional Analysis, The Change Institute guides clients through a transformative journey of learning and growth that builds interpersonal competence and confidence about their value and worth that strengthens the way they lead.

With a focus on developing the whole person behind the leader, The Change Institute helps professionals uncover their personal power, harness creativity and strengthen their connections with others. By infusing clients with a deep sense of self-worth, leaders become more confident decision-makers, align personal and professional worlds and spark heightened enthusiasm in every aspect of life.

"The course has completely changed how I manage. The fact that I am now more aware of my own ego states and that of others around me, gives me choices to proceed in a way that best suits the company. I have become more empathetic to the position others perceive themselves to be in. This allows me to eliminate any grey areas open to interpretation. I am much more effective in asking for what I need. I set goals and hold myself accountable without having attached anticipated emotions and possible anxiety. I 100% can say I am a better leader and all-around human post leadership from the inside out."

**Former Participant of Leadership  
from the Inside Out**

# LORNA JOHNSTON

MBA, TSTA

When Lorna leads, transformation follows. She is among a handful of consultants and change agents in the world who are trained in organizational and clinical applications of Transactional Analysis. Lorna's unique skill set integrates business acumen with a masterful application of models of change,

group dynamics and human behaviour. Lorna is The Change Institute's primary consultant and trainer. In addition to her MBA, she holds three world-recognized certifications in Transactional Analysis: CTA (Organizational), CTA (Psychological), and TSTA (Teaching and Supervising). Lorna has worked globally for over

25 years in executive coaching, leadership development, team development, organizational change, strategic decision making, culture change and conflict resolution. She is a skilled presenter and deeply committed to creating authentic human connections for a better world.



“What doesn't get talked out, gets acted out negatively,” says Lorna Johnston. “Only by speaking about perceptions and assumptions, talking through ideas as well as feelings about those ideas, do we come to a deeper understanding of the 'real' problem real problem or potential opportunity.”



# ANNE KLEIN

B.Comm, M.A, CCC, TAP

Anne provides training and development services at The Change Institute, working as a personal coach and counsellor to individuals seeking deep personal change. She brings a high level of training and a deep capacity to understand human motivations to The Change Institute, helping clients apply skills and knowledge to overcome the limitations they perceive at work and in life. Anne elevates the human potential for communication and conflict resolution, fostering cultures of choice and

engagement. She is a Certified Canadian Counsellor with the Canadian Counselling and Psychotherapy Association, a Transactional Analysis practitioner, a re-decision therapist and an Advanced Integrative therapist. She works with clients and organizations to facilitate changes that impact not only productivity and happiness in the workplace, but also create a deep sense of meaning and life purpose.

"We can no longer pretend that who we are at work is different from who we are at home," says Anne Klein, The Change Institute. "Our homes have become our offices. It's time to recognize the need for personal development is as pressing as professional development."





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# Press Releases

## The Change Institute Offers: “Leadership From The Inside Out” - Leadership training where business meets Transactional Analysis

Calgary, Alta. - The COVID-19 pandemic has sparked new anxieties about returning to the office for both leaders and their teams. The Change Institute, a Calgary-based company is offering a leadership program that supports the mental, emotional and practical challenges leaders face every day and most especially in today's uncertainty. The program, Leadership from the Inside Out, is one of a kind in North America because it incorporates the psychology of Transactional Analysis with current thinking about what makes leaders effective. Personal development gives leaders a competitive advantage because of the cultures they have the awareness to create. Leaders will learn how to be comfortable with uncertainty and how often anxiety drives their decisions. They will learn to avert the unhappy outcomes of unconscious drivers. They will uncover their personal power to change, harness creativity and strengthen connections with others and their team. The Change Institute will be offering introductions to the course virtually on September 4 and September 11

The Change Institute was founded in Europe over 25 years ago by former business executive, Lorna Johnston. Her daughter Anne Klein has recently joined her and each combines their extensive business knowledge with training and experience as Transactional Analysts that gives them a deep understanding of mental health and causes of mental distress for leaders and their organizations. This mother-daughter duo is on a mission to help leaders gain a confident sense of self through Transactional Analysis. This method of change helps people understand their unconscious internal dialogue and how it affects their daily interactions at home and in the workplace. This unique program helps leaders understand themselves and others and the many facets of human dynamics which all leaders have to manage every day in their pursuit of success and excellence.

“What doesn't get talked out, gets acted out negatively,” says Lorna Johnston, Founder of the Change Institute. “Only by talking through ideas, feelings, and beliefs do we come to a deeper understanding of each other that help to surface the 'real' problem. Options for enduring change unfold when we talk things through in ways that often feel vulnerable. When leaders complete our Leadership from the Inside Out program, they will learn how to fully engage with their people and create thriving organizations.”

"We can no longer pretend that who we are at work is different from who we are at home," says Anne Klein, The Change Institute. “Our homes have become our offices. It's time to recognize the need for personal development is as pressing as professional development, and is, in fact, the same thing."

The Change Institute will be offering Leadership from the Inside Out this fall, it is recommended that anyone interested in the program register for one of the complimentary introductions or arrange an interview directly.



“This program has impacted my ability to lead, communicate, engage in conflict and make decisions more effectively. Specifically, I’ve noticed that I am taking others’ thoughts and feelings into consideration by taking the time to listen to what they are saying allows me to better judge their current state and approach each situation as needed. I’ve also noticed that I am delegating various tasks that I had completed previously that relate to someone’s position, this allows them to think for themselves and feel valued by being entrusted to do the job. Finally, I’ve noticed I am less defensive when issues or problems are brought to me, I don’t jump at a response, I take the time to review the options and ask questions to get a better understanding of all options and opinions.”

**Former Participant of Leadership  
from the Inside Out**

# Frequently Asked Questions

## WHAT IS TRANSACTIONAL ANALYSIS?

Transactional Analysis is a model of change and development for individuals, groups and whole systems. It is a model for communication with clear strategies for effectiveness, and a model of personality and human development.

As a model of communication it offers clear strategies for effectiveness, insight for why communication goes wrong and how to fix it. It is applied by leaders to create healthy cultures that ultimately drive their bottom lines. It is also used by leaders to assess and create effective processes their teams can use to create and execute on their strategy.

Transactional Analysis is also a model of personality including how we have learned to adapt in ways that foster success or mal-adapt under stress. It is a model of group dynamics including the unconscious group process. When a group is on task, doing what it is supposed to do, success is generated. So why do some groups and companies fail?

## WHO CAN PRACTICE TRANSACTIONAL ANALYSIS?

Anyone can learn and apply the concepts of Transactional Analysis. However, for competent and ethical practice, hiring a Certified Transactional Analyst assures the work meets a world standard.

## WHAT IS EXECUTIVE COACHING?

Executive coaching gives leaders an opportunity to talk through significant decisions or challenges. Coaching helps leaders get clear on their thinking, integrate their feelings and choose the most effective action to move an issue forward.

## WHAT IS THE VALUE OF HIRING A CERTIFIED TRANSACTIONAL ANALYST?

Transactional Analysis looks simple with language easy to understand. And, it is actually describing the complexity of all human beings if you study the concepts in depth. There is a world standard that was developed by Canadian Psychiatrist Dr. Eric Berne, made famous while living in California and 'exported' by Berne's colleagues to the rest of the world by establishing training centers around the globe. It is now practiced worldwide, with worldwide standards of competence, affirmed through masters level examination protocols and certification. The Change Institute is the only qualified training Institute of Organizational applications of Transactional Analysis in North America as well as Clinical applications of Transactional Analysis.



# Frequently Asked Questions

## WHAT MAKES THIS PROGRAM 'LEADING EDGE'?

New research has established that current and well respected leadership development programs have not produced better leaders. They have too little focus on personal development, what is often called 'soft skills'. These are in reality the 'hard skills' of relating, engaging, influencing, connecting, listening. Our programs teach leaders the psychology of human behaviour using a positive model Transactional Analysis and provides specific ways to relate, communicate, and understand themselves and others resulting in emotional connection. At The Change Institute, we go beyond strategy and execution and develop the people that make your business.

## WHAT KIND OF THINGS CAN I HIRE THE CHANGE INSTITUTE FOR?

We offer executive coaching, facilitation services for critical meetings, family business facilitation, consulting for organizational change, succession planning, leadership development programs, communication courses for staff and personal development opportunities. Our flagship program, Leadership from the Inside Out, offers leaders and their teams an opportunity to develop themselves and their communication for maximum effectiveness at work.

## WHAT MAKES LEADERSHIP DEVELOPMENT AT THE CHANGE INSTITUTE UNIQUE?

Our leadership development programs are rooted in a psychological approach all leaders would benefit knowing as they consider how best to bring out the best performance and give people a work life that enlivens them. Our programs go beyond strategy and execution by developing the whole person - the individual as a person and how that person takes up and executes their leadership role. We believe that personal development is the necessary key ingredient to excellent leadership and contributes to fiscal success.

## HOW WILL MY BUSINESS BENEFIT FROM HIRING THE CHANGE INSTITUTE?

Leaders who are confident, calm and centred, with satisfying personal relationships and a clear vision for their future create healthy, successful and autonomous organizations. Financial success follows from an organization that is harnessing the full power of its creativity and contributions from the people within it. One client experienced a 30% increase in sales three months after working with The Change Institute.

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