



## Elevate Your Influence by Speaking the Language of Value

Why learning to speak the language of value is important to me:

**FINESTA**  
FINANCIAL LLC



**Executives & Senior Leaders**


What matters most to me in this role?

*I launch (authorize and fund) changes and cascade them to my organization.*

Why is change management important to me?

Notes:

**FINESTA**  
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**Project Primary Sponsor**

What matters most to me in this role?

*I sponsor projects and change initiatives with ownership and accountability for outcomes.*

Why is change management important to me?

Notes:

**FINESTA**  
FINANCIAL LLC



**First Level Managers & Supervisors**

What matters most to me in this role?

*I coach my direct reports through the transition process.*

Why is change management important to me?

Notes:

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**Project Team & Solution Developers**

What matters most to me in this role?

*I design, develop, and deliver the 'technical side' of the change.*

Why is change management important to me?

Notes:



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**Project Support SME Roles**

What matters most to me in this role?

*I bring expertise, knowledge and tools in particular areas.*

Why is change management important to me?

Notes:



Impact Group #1

Impact Group #2

**Employees/ Associates**

What matters most to me in this role?

*I adopt changes that impact my day-to-day work activities*

Why is change management important to me?

Notes:

What I plan to do differently as a result of attending this webinar:

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