



## **Spotlight on Viral Change™: an evening with author and change guru, Dr Leandro Herrero**

**Tuesday 16 June 2009**

6.00pm-8.00pm

GAM  
20 King Street  
London  
SW1Y 6QY

**FREE EVENT – BUT NUMBERS ARE LIMITED SO  
REGISTER QUICKLY TO SECURE YOUR PLACE**

### **Learn more about Viral Change™ and meet its groundbreaking author, Dr Leandro Herrero**

Leandro Herrero's groundbreaking book VIRAL CHANGE™ is already ranked as one of the must-read books for internal communicators and change specialists and his conference sessions over the last 12 months have gone down a storm. Now, thanks to CIPR Inside, it's your turn to hear more about the concept and to meet the man.

During this special one-off evening event, Leandro will outline the key tenets of VIRAL CHANGE™ and answer your questions. This will be followed by networking drinks where you'll get to meet, amongst others, Leandro and members of the new-look CIPR Inside Committee.

#### **Introducing VIRAL CHANGE™**

VIRAL CHANGE™ is the alternative to slow, painful and 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. In VIRAL CHANGE™, 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 established, 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. And yes... it works.

## **About Leandro**

A physician by training, Leandro Herrero practiced psychiatry for fourteen years before joining senior management ranks of global corporations in the UK and in the USA, where he worked for almost 15 years.

In 2000, Dr Herrero founded The Chalfont Project, an international consulting group, where he is the CEO. Here he combines behavioural sciences with hands-on business experience to bring highly practical and effective solutions to improve the structure and functioning of organisations and their leaders and teams. In this capacity Leandro and his team enjoy a diverse client base and work with senior global leaders throughout the world.

Leandro Herrero has pioneered Viral Change, a methodology to create fast and sustainable change in organisations, which has proven extremely effective and has been acclaimed as a real breakthrough in comparison with old traditional and mechanistic ways to manage organizational change.

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**Places will be allocated on a strictly first come, first served basis - to reserve your place please email [CIPRInside@googlemail.com](mailto:CIPRInside@googlemail.com) today.**