

**Project:** Major CPG Company Executive Speech

**Assignment:** Develop five fully scripted speeches (25-30 minutes in length) for the management team of a global consumer packaged goods (CPG) manufacturer to present at the annual national sales meeting. Because of the proprietary nature of the information, only a short excerpt from this meeting can be shared.

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Change is an evolutionary process. We have to change and continue to embrace change as our way of life. We cannot rest on the laurels of successes like [NEW PRODUCTS]. In no time, our competition will find a way to catch up - or even leapfrog over our accomplishments — and we have to be ready to strike back quickly with the next great innovation.

Maybe that's not what some of you want to hear. Maybe you want to hear that we are done making these major traumatic changes to the business. Well, if that's what you want to hear, then perhaps this is the wrong place for you to be working.

Change is not going away.

It may be less traumatic in the coming months, but then again, it may not. Market conditions change quickly, and for any organization to survive, it has to change right along with them. As [SALES VP] made clear, we must continue to be Champions of Change.

Personally, I find this type of environment exhilarating. Life without change gets rather boring, wouldn't you agree?

I believe [COMPANY] is a place where people thrive on change. I encourage you to continually seek out new and innovative ways of doing your jobs, and expect that through this activity, you will find more meaning and satisfaction in all you do.