

About The Change Decision

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We bring joy to work! Helping leaders and teams transform, and create the culture they imagine.

Our Services

- Work with leaders to develop thriving teams
- Coach business and HR leaders to lead important changes
- Use a decision-making methodology to support leaders navigating high-risk, multi-stakeholder decisions
- Facilitate strategic plan development for significant changes (e.g., rapid growth, merger, restructuring, culture change, technology or process implementation)
- Work on individual, team and organizational resiliency

The Ways We Deliver

- Workshops, retreats, simulations and one-on-one coaching
- A co-create model: Working together to create a strategic plan then weekly coaching to implement the plan
- Dedicated on-site strategy development and execution

Our Purpose

Our purpose is helping organizations strategically lead their teams during transformational shifts. We believe that with the right process and engagement, you and your employees will not only achieve your goals — you'll create a culture shift that truly engages your team in ways you never imagined.

We're often described as empathy makers, team whisperers and even corporate therapists. Our expertise includes complex decision-making, strategic visioning/planning, organizational change, retreats and group facilitation. We help leaders create an atmosphere of direct, highly-respectful communication and appreciation for each other, and tap into the talent people already have to help them discover their resiliency. Our approach is creative, unexpected and specifically suited to the leader and their people.



Roxanne M. Brown

- Founder at the Change Decision | Culture Transformer
- 17+ years of experience in complex change
- A long track record of transforming teams and sustaining high team engagement
- Vice President, Association of Change Management Professionals (ACMP)

Edward L. Cook

- Founder at the Change Decision | Team Leader
- 25+ of experience in leading large teams
- A long track record of blending decision analytics and empathy to create high-performing teams
- PhD candidate, researching group decisions dynamics using game theory

