

THE BUZZ

2025 Winter Edition



Leading Through Change with Confidence

As we close out this year, one theme has defined 2025 for leaders and organizations alike: navigating disruption. We've had the privilege of supporting executives, teams, and communities through coaching engagements, leadership retreats, and digital transformation consulting. Across every engagement—the common thread has been clear: **change is no longer a season... it's the environment we all operate in.**

Most of us crave routine because it brings comfort and predictability. Yet today's leaders must thrive amid the opposite—constant evolution, shifting priorities, accelerating technology, and new expectations of what leadership looks like.

To succeed, we must not only respond to change... **we must learn to lead it.**

As you prepare yourself and your teams for 2026, here are tools, insights, and stories to **EmpowerU** to lead confidently through whatever disruption comes next.

Thank you for your partnership. Wishing you a meaningful, healthy, and inspired 2026!

Enabling Digital Transformation through Effective Change Leadership

Digital transformation is no longer a technology conversation—it's a **people conversation**.

As organizations plan their 2026 strategies, one truth is emerging: Without strong change leadership, even the most sophisticated systems fail to deliver results.

If you're exploring how to lead your organization through upcoming changes, understanding the following will help build a solid foundation:

- What digital transformation really means (beyond the buzzwords)
- How change management accelerates adoption and minimizes disruption
- Practical leadership tips for guiding your teams through complex transitions

🔥 Read more on our [blog](#).

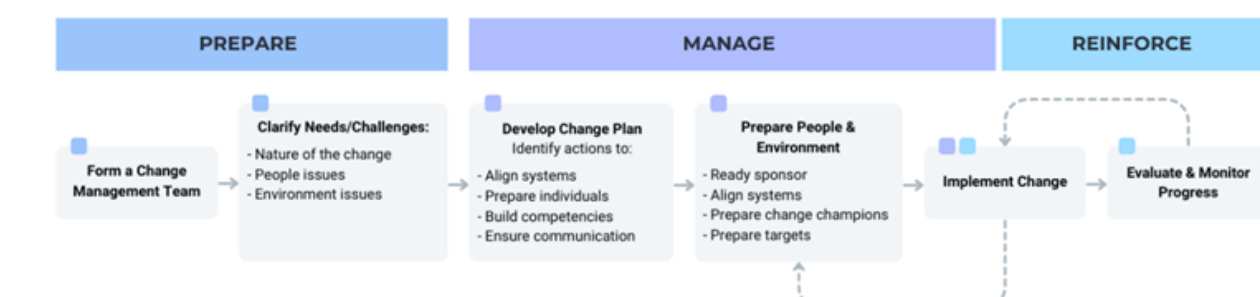
A Change Leadership Framework for Every Organization

Successful change requires more than communication plans and training calendars. It requires a structured, people-first approach that helps teams move from awareness to commitment.

Here is our end-to-end **Leadership Framework for Change**, designed to help you guide your organization through any initiative—from new systems to culture shifts.

- 1. Prepare the Organization:** Build awareness, clarify the "why," and engage sponsors early.
- 2. Manage the Change:** Activate sponsorship, equip leaders, train teams, and support new ways of working.
- 3. Reinforce & Sustain:** Measure adoption, recognize progress, and hardwire new behaviors.

This framework ensures leaders support not just the process—but the people driving the process.



Changing Systems & Processes—Oh My! Why a Single Source of Truth (and Strong Leadership) Matters

In one of our engagements, we supported a global chemical company through a major systems transformation. The biggest lesson?

Technology doesn't fail—alignment does.

This case study highlights:

- Key questions leaders should ask stakeholders
- How to define a meaningful change strategy
- Methods for building clarity and trust during large-scale change
- The leadership behaviors required to bring people along with confidence

🔥 Explore the full transformation story in our [case study](#).

Insider Tips: People-Centered Digital Transformation

We partnered with a billion-dollar facilities management company undergoing an enterprise-wide digital transformation. Beyond the technology, our work illuminated one core truth: **successful transformation lives or dies on the people side—how employees understand, adopt, and sustain change.**

Here are the top 3 lessons learned to help your next initiative launch with clarity, confidence, and alignment:

1. Process First, Then Systems & Training. Always.

One of the biggest challenges we observed was the business' push to meet an ambitious "Go-Live" date—often before processes were finalized. That meant defining workflows, configuring the system, and training end users all at once.

Not surprisingly, this created confusion, rework, and change fatigue.

Employees were overwhelmed, training materials had to be constantly revised, and communications often included last-minute "oh, by the way..." updates that eroded trust.

Lesson learned: Have the courage to slow down early so you can speed up later. Finalize your processes and work instructions before launching training and communications—even if it means resetting leadership expectations. Alignment upfront saves months of chaos downstream.

2. Build a Learning Strategy Around Real Needs—Not Assumptions

Technology only works when people do. That's why a discovery or needs assessment for each process is essential. During the transformation, we brought stakeholders together for structured discovery sessions to understand the change, impact, objectives, what they need to know, biz objectives, pain points and more!

Lesson learned: The details matter. A strong learning strategy—grounded in process-level discovery—ensures your training is accurate, relevant, and connected to real work. This step also builds alignment across teams and gives change management the insights needed to support adoption.

We've even included a [template](#) to help guide your next session!

3. Communicate for Humans, Not for Slides.

When we began observing the training sessions, we saw a familiar pattern: "Death by PowerPoint." Content-heavy decks. Minimal engagement. Overwhelmed participants.

We quickly shifted the approach to scenario-based learning, where employees solved real workplace situations using the new system. Engagement skyrocketed—and so did confidence.

Lesson learned: People don't learn from slide decks—they learn from relevance, emotion, and storytelling. When communications and training are grounded in real scenarios, purpose, and human connection, adoption accelerates.

Building Future Leaders Through Community Impact

This season, we were honored to support two local universities in shaping the next generation of leaders.

[Texas McCombs School of Business Center for Leadership and Ethics](#), [Dolon Basak, ACC, UT McCombs CLE Board Member](#) facilitated a leadership workshop for second-year MBA students, helping them strengthen their coaching, feedback, and emotional intelligence skills through a neuroleadership lens. Their curiosity, engagement, and real-world application made the session truly energizing.



Dolon Gundogu @ UT McCombs' CLE Advisory Council Meeting.

[University of Houston, C.T. Bauer College of Business](#) – **Ethics Case Competition** For the second year, [Dolon Basak, ACC, UT McCombs CLE Board Member](#) served as a judge. Students tackled timely ethical challenges—from engaging Gen Z in the workplace to concert ticket resale and streaming password sharing. Their research, teamwork, and strategic thinking were impressive. She provided feedback with a focus on emotional intelligence: presence, connection, communication, and critical thinking under pressure—skills essential for future-ready leaders.

Giving back in this way reminds us why leadership development matters: It equips the next generation with the mindset and tools to lead with integrity, courage, and purpose.



Ethics Case Study Competition Judges panel.

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Empowering KUDOS!

Your wins are our inspiration:

"Nearing retirement, Dolon helped me navigate the transition to my next chapter. I planned to relocate across the country to a small town where I didn't know anyone, and I wanted to find a less stressful and more meaningful job. I'd done some research, but I was struggling with how to achieve everything I was hoping for. After having me work through initial assessments to clarify my strengths and goals, Dolon helped me work through my fears, challenged me to reframe my mindset, and asked probing questions. Over our series of sessions, she bolstered my confidence and opened my mind to new opportunities. Throughout our partnership, Dolon was professional, patient, and encouraging. Fast forward several months and I'm happily relocated and ready to drive my future forward." - Beverly M. Information Technology Senior Program Director, Chales Schwab

"Dolon conducted a workshop for [PMI Houston Chapter](#) (Project Management Institute) on goal setting and achievement—infused with neuroleadership insights. Helping PM Professionals align mindset and motivation to achieve their goals. She shared a new way of thinking about S.M.A.R.T goals by connecting them to mindset, motivation, and meaning. A reminder that goals work best when they speak to emotional purpose, not just the checklist." - Joseph B. Data Engineer, Alh-Khi Data & Automation Consulting

EmpowerU! Book a Discovery Call!

Whether you're leading a transformation, developing leaders, or preparing for your next chapter—you don't have to navigate change alone.

Partner with DB Coaching & Consulting and discover personalized coaching and consulting designed to strengthen leaders, elevate performance, and maximize organizational impact.

[Sign up for a FREE Discovery Call](#) for your coaching and consulting needs. Focus on you and your organization! See how we can [help](#).

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