

# Creating Ownership ... to Help Change Efforts Succeed

Christine Hudson and Ronica Roth, Co-founders, The Welcome Elephant Co

+

Ryan Martens, Manifest AI

© The Welcome Elephant 2025. All Rights Reserved.

# There are some funny things about humans.



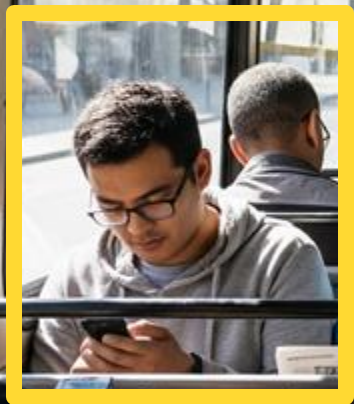
Photo by [Xenia Bogarova](#) on [Unsplash](#)

# ~70%

of organizational change efforts still fail

programs  
projects  
org changes  
process changes  
transformations





## What creates a sense of ownership?



## What creates a sense of ownership?











# A simple way for YOU to create ownership

Invite people to a session to

- invest a bit of time and effort
- learn more deeply about a change proposal...  
→ poke holes, ask questions
- learn more deeply about the problem space...  
→ poke holes, ask questions

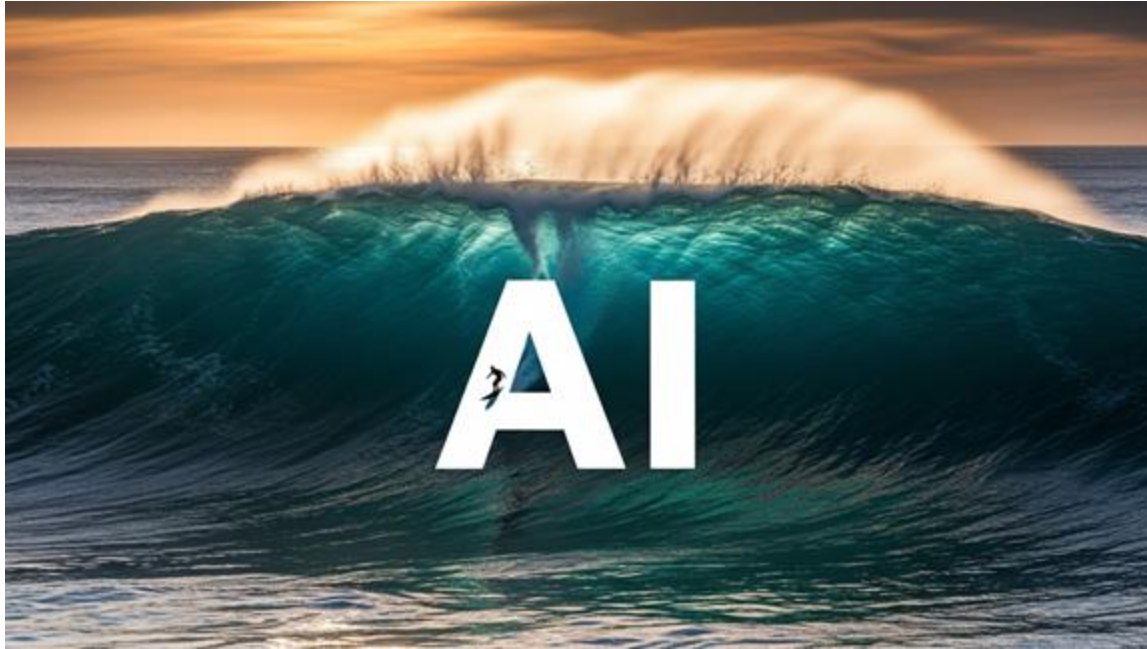


Photo by [Xenia Bogarova](#) on [Unsplash](#)

## Ryan and Ronica: Creating a sense of ownership at Rally



## Ryan: Creating a sense of ownership — AI fluency in communities and organizations



# TY and Requests



Ryan Martens  
Co-founder  
Manifest AI

Rally Software  
CTO and Co-  
founder

Pledge 1% Co-  
founder

[ryan.martens@mnfst.ai](mailto:ryan.martens@mnfst.ai)  
[christine@thewelcomeelephant.co](mailto:christine@thewelcomeelephant.co)  
[ronica@thewelcomeelephant.co](mailto:ronica@thewelcomeelephant.co)



Christine Hudson  
Co-founder  
The Welcome Elephant  
AI, tech background +  
Returning to code

Co-author



Ronica Roth Co-  
founder  
The Welcome  
Elephant

Co-author



GHC <https://ghc.anitab.org/>

## Requests:

- 1) Talk to Ryan (and Christine) about Community Circles + creating ownership to increase AI Fluency and Community Impact at **Grace Hopper Celebration Nov 4-7**
- 2) Pre-order Ronica and Christine's book: ***Practice Makes Culture***



**THANK YOU  
AGAIN**