



SPONSOR BRIEFING

For senior executives and organizational leaders who sponsor change and are responsible for organizational performance.

Objective: This 4-6 hour briefing explains what change management is, its critical connection to achieving business results, and how senior leaders can improve change success by being active, visible sponsors. Executives emerge better equipped to lead and position their projects for success.

PRACTITIONER PROGRAM

For professionals managing change on specific projects and those responsible for building organizational change management competency: change managers and teams, project managers and teams, HR leads, OD leads, sponsors of change, consultants.

Objective: Gain certification and develop scaled change management strategies for projects and initiatives. During this three-day experiential learning program, participants apply Prosci's research-based change management methodology and toolset, including the **Prosci ADKAR® Model** and 3-Phase Process.

DELIVERING PROJECT RESULTS

For project managers, project leaders and project teams.

Objective: This half-day, results-oriented workshop enables project managers to define and integrate change management into an active project, using frameworks and familiar language. Project teams leave with a common language for change and an understanding of the role change management will play in their project outcomes.

PROGRAM FOR MANAGERS

For frontline supervisors through to senior directors; anyone who is building change competency and managing employees through change.

Objective: In this one-day program, managers and supervisors use a practical framework to evaluate and process the many changes impacting themselves and their teams. Managers leave with the tools and skills to lead their teams through current and future changes.

EMPLOYEE ORIENTATION

For front-line employees impacted by change.

Objective: This one-day program, based on the Employee's Survival Guide to Change and the **Prosci ADKAR Model**, is designed to help employees process change, and empower them to engage and contribute meaningfully to both current and future changes.



Executive sponsorship has been cited as the greatest contributor to successful change in all nine of Prosci's benchmarking studies — by a three-to-one margin. This Change Management Sponsor Briefing provides senior leaders with the knowledge and ability to improve change outcomes. Leveraging an organization's current strategic change portfolio, we demonstrate the critical connection between effective change management and achieving business results.

WHO IS THIS COURSE FOR?

The Sponsor Briefing is for senior executives and organizational leaders who are responsible for strategic initiatives and organizational performance.

LEARNING OBJECTIVES

During the Prosci Change Management Sponsor Briefing, executives will:

- Gain an appreciation for their role as a sponsor from a senior Prosci facilitator with executive experience to reinforce learning in a peer-to-peer context
- Clarify the role of senior leaders as sponsors in times of change
- Assess their own level of competency in sponsoring and leading strategic changes
- Understand how effective change management improves organizational results
- Learn how to position themselves and their projects for strategic success
- Learn immediately applicable tactics for becoming a more active and visible sponsor
- Explore best practices research on the connection between sponsorship, the people side of change and achieving organizational results
- Evaluate their current change portfolio to identify project and people-side risk
- Understand how to ensure adequate resourcing for change management at the initiative and project level

PROGRAM AGENDA

- The connection between change management and business results
- The business case for change management
- Change management benchmark and best practices data
- Positioning for successful outcomes
- How to position sponsors for sponsorship success
- How to position projects for strategic success
- How to position organizations for change success
- Change models: Prosci 3-Phase Process and Prosci ADKAR® Model
- Critical roles in leading change
- Organizational change maturity

COURSE MATERIALS

Participants will receive:

- Executive Summary of Change Management
- Program workbook, assessments and handouts
- *Best Practices in Change Management*
- *Change Management: The People Side of Change*
- *ADKAR: A Model for Change*



Participants will gain the knowledge, skills and tools to drive successful change initiatives. During this three-day experiential learning program, they will apply holistic change management methodology to a current project. They will leave with a change management plan designed to effectively manage change and enhance project results.

WHO IS THIS COURSE FOR?

The Prosci Change Management Certification is ideal for those responsible for driving change. Participants are predominantly in the following roles:

- Change leaders
- Project managers
- IT professionals
- Project team members
- Change management practitioners
- Continuous improvement specialists
- Human Resource business partners
- Organization development professionals

LEARNING OBJECTIVES

By completing the Prosci Change Management Certification, participants will:

- Understand the fundamentals of change and change management
 - Understand how effective change management improves organizational results
 - Articulate the value of change management to peers and leaders with a presentation on the business case for change management
- Walk away with a change management plan
 - Learn to apply the Prosci 3-Phase Process change management methodology to a real project
 - Learn how to apply the **Prosci ADKAR Model** to facilitate individual change
- Achieve certification in the Prosci change management methodology
 - Gain access to Prosci change management tools
 - Earn HRCI, PMI and CCMP credits

PROGRAM AGENDA

Day one:

- Why change management?
- The ROI of effective change management
- The **Prosci ADKAR® Model**
- 7 concepts of change
- Preparing for change: assessing change readiness

Day two:

- Preparing for change: building team structure and assessing sponsorship
- Managing change: creating customized communication and sponsorship plans
- Executive project plan presentations

Day three:

- Managing change: creating coaching, training and resistance management plans
- Reinforcing change
- Exam & graduation

COURSE MATERIALS

- Program workbook, assessments and handouts
- *Best Practices in Change Management*
- *Employee's Survival Guide to Change*
- *Change Management: the People Side of Change*
- *ADKAR: A Model for Change*
- One-year subscription to the Prosci Practitioner eToolkit



DELIVERING PROJECT RESULTS: CHANGE MANAGEMENT WORKSHOP FOR PROJECT MANAGERS



This results-oriented, half-day workshop enables project managers to integrate change management into active projects, a practice that is key in delivering enhanced results. Project leaders will leave with an understanding of the importance of change management in meeting project objectives and with a common language for change.

WHO IS THIS COURSE FOR?

- Project managers
- Intact project teams
- Project team members

LEARNING OBJECTIVES

During the Change Management Workshop, participants will:

- Create a common framework for engaging with change management practitioners
- Learn to identify when their project needs change management
- Map change management work to their project using the Prosci Change Management Blueprint
- Understand how change management supports the adoption and usage of change initiatives
- Understand the connection between employee adoption and project results and outcomes
- Identify impacted employee groups

PROGRAM AGENDA

- Defining change management within the context of a project
 - Intent
 - Objectives
 - Scope
 - Work streams
 - Milestones
 - Deliverables
 - Timelines
- Integrating project management and change management
 - People
 - Processes
 - Tools
- Cost-benefit analysis
 - What it takes to get started
 - The payoff of change management

COURSE MATERIALS

Participants will receive:

- Program workbook
- Change Management Blueprint
- Change Management Best Practices Research Exposé
- Recorded Webinar: Integrating Change Management and Project Management
- *Change Management: the people side of change*
- *ADKAR: A Model for Change*



Managers gain the skills to address barriers to change and lead their teams proactively to a future state with improved organizational results. This one-day Change Management Program for Managers defines their role in change and provides managers with the practical framework and toolset they need to be an effective change leader.

WHO IS THIS COURSE FOR?

Designed to build change competency in anyone who manages employees through change, this program targets frontline supervisors through to senior directors. Please note, this program is not intended for change practitioners or project managers responsible for building change management plans (please see Prosci Change Management Certification).

LEARNING OBJECTIVES

During this one-day Change Management Program, managers will:

- Understand foundational aspects of change management and the critical role managers play in the change process
- Gain an appreciation for the impact of change management on organizational results
- Learn a practical framework for processing the many changes that impact them
- Work within the context of a current change impacting their team
- Practice using the tools available to them in the Change Management Guide for Managers toolkit
- Understand how to apply the **Prosci ADKAR Model** to facilitate individual change and identify reasons for employee resistance
- Create action plans to move employees past barrier points and to the desired future state

PROGRAM AGENDA

Morning:

- How change management impacts organizational results
- The process for leading people through change
- Key concepts in change management
- Change management research and best practices
- **Prosci ADKAR® Model** for individual change

Afternoon:

- Introducing change to employees
- Facilitating employees through the change transition
- Identifying and managing resistance
- Reinforcing and celebrating successes

COURSE MATERIALS

Participants will receive:

- Change Management Guide for Managers toolkit
- Program workbook, assessments and handouts
- *Best Practices in Change Management*
- *Change Management: The People Side of Change*
- *Employee Survival Guide to Change*
- *ADKAR: A Model for Change*



The Employee Orientation gives employees the ability to process changes that are impacting them. This one-day program equips frontline employees with the framework and skills to lead themselves through change and transform their organization from a culture of resistance to a culture of resilience.

WHO IS THIS COURSE FOR?

This program is for employees who are being impacted by change. It is most effective when employees impacted by the same changes can attend the program together.

LEARNING OBJECTIVES

During Change Management Employee Orientation, participants will:

- Evaluate a current change in their jobs to understand and internalize learning
- Learn how to use the **Prosci ADKAR Model** to identify their points of resistance
- Discover how to communicate about a change in a way that is productive and proactive
- Create proactive strategies for overcoming their own resistance
- Become confident and empowered in the change process rather than victimized by it

PROGRAM AGENDA

Morning:

- Change is a process
- Organizational change history and values
- Resistance and emotional reactions to change

Afternoon:

- Emotional reaction to change
- Senders and receivers
- **Prosci ADKAR® Model**
- Developing your own action plans

COURSE MATERIALS

- Program workbook
- *Employee Survival Guide to Change* or *ADKAR: A Model for Change*