1

2

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Evolving to Elevate Change Success
www.prosci.com/webinars

People choose Prosci as a ***trusted partner*** in change success because we keep people at the forefront of change.

We're continually developing better ways to manage the people side of change. Though change is getting harder, our industry-leading research and elegantly simple solutions are making change management easier.

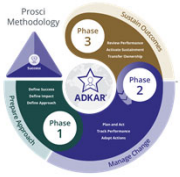
3

Evolution of the Prosci Methodology

Online Methodology Tool– CM Pilot

Advancement of Impact Index Tool

Launch Methodology Refresh Study



Enhanced Methodology

2003 | 2004 | 2006 | 2011 (2016) | 2014 (2017) | 2018 | 2020 | 2021

Prosci 3-Phase Process, CM Toolkit and People Side

Addition of PCT Model

Online Portal and eToolkit

Prosci PORTAL
Access. Apply. Achieve.

Virtualization of 3-day Certification ***Experience***

Become a Prosci Certified Change Practitioner ... Anywhere

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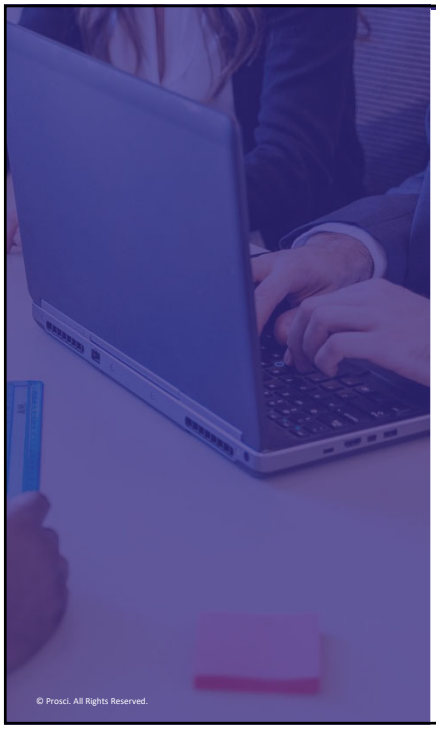

Chat in the answers to:

What year did you complete your Prosci certification?

&

On how many projects have you applied the Prosci Methodology?

E.g.: "2017 & 5"

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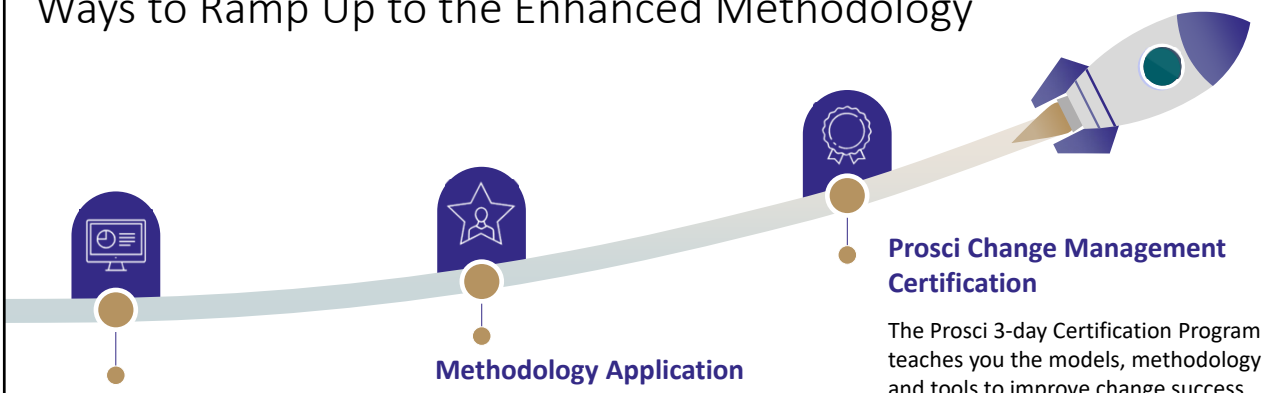
5

Ways to Ramp Up to the Enhanced Methodology



Self-Directed Resources

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Methodology Application Program (MAP)

Prosci Certified Change Management alumni can attend this one-day program to learn what's new, how to leverage the refreshed methodology and tools, and what this means for your change management strategy and plans.

Prosci Change Management Certification

The Prosci 3-day Certification Program teaches you the models, methodology and tools to improve change success. Certified alumni receive a discounted rate for recertifying in the enhanced approach.

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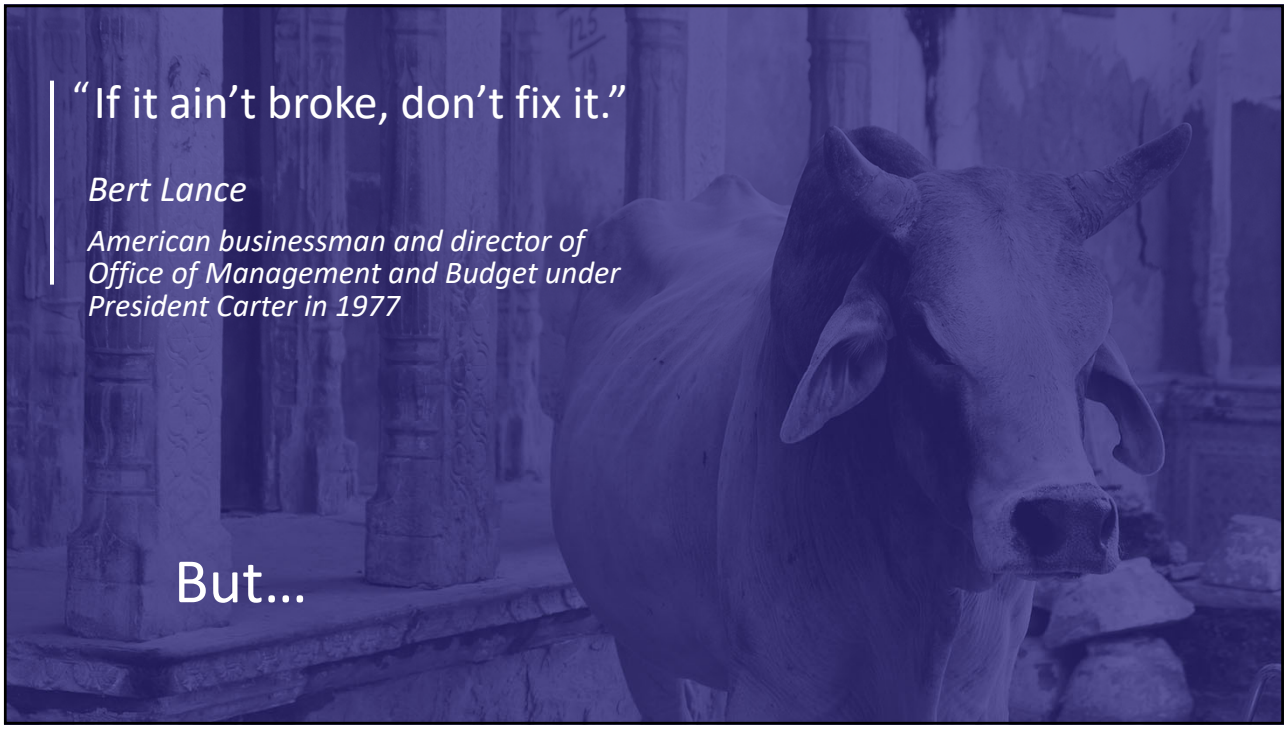

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Practitioner Problems Surfaced Through Empathetic Listening

1 **Practitioners are overwhelmed** I need simplicity, speed and to maximize value for effort. I need a quick start and quick wins.	2 **Doesn't work in the real world** I need to adapt my approach for the conditions of the initiative and organization.	3 **Only works in planned changes** I need to sequence my CM activities and timeline to match the solution design process and approach.	4 **Changes and success are not fully defined** I need to show measurable progress and performance.
5 **Practitioners don't know 'when' and 'how'** I need to master the 'when' and 'how' in addition to the 'why' and 'what' to deliver effective CM.	6 **Plug in other methods** I need to understand how to align other human dynamic approaches with CM to increase effectiveness.	7 **Get past the head nod to commitment** I need people to be willing and committed to execute change activities with a compelling case for CM.	8 **Process and plans, not enough people** I need to be ready for the changing landscape of change, organizations and workplaces.

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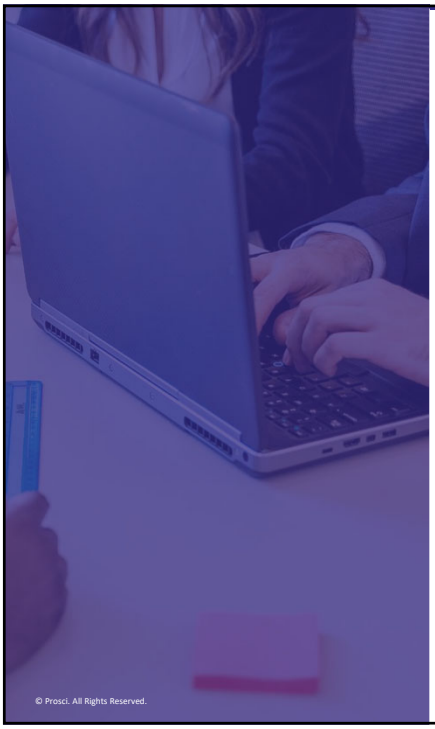

Chat in the numbers of:

The "practitioner problems" you have experienced the most ("1,3,8")

1 Practitioners are overwhelmed	2 Doesn't work in the real world	3 Only works in planned changes	4 Changes and success are not fully defined
I need simplicity, speed and to maximize value for effort. I need a quick start and quick wins.	I need to adapt my approach for the conditions of the initiative and organization.	I need to sequence my CM activities and timeline to match the solution design process and approach.	I need to show measurable progress and performance.
5 Practitioners don't know 'when' and 'how'	6 Plug in other methods	7 Get past the head nod to commitment	8 Process and plans, not enough people
I need to master the 'when' and 'how' in addition to the 'why' and 'what' to deliver effective CM.	I need to understand how to align other human dynamic approaches with CM to increase effectiveness.	I need people to be willing and committed to execute change activities with a compelling case for CM.	I need to be ready for the changing landscape of change, organizations and workplaces.

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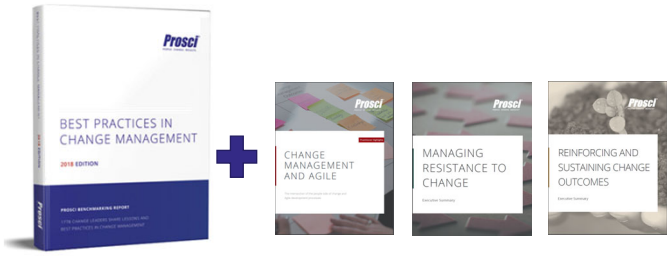
Informed by Industry-Leading Research



Core Study **Topical Research**

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Preparing Practitioners for the Future

Expected Discipline Trends in the Next Five Years

Section 1 - Chapter 2

1	Adopting agile methodology
2	Establishing CM as core on more project types
3	Increasing training, education and competency
4	Increasing awareness of the need for CM
5	Increasing use of digital tools
6	Integrating with project management
7	Establishing CMOs and formalized internal roles
8	Integrating people side impacts into culture

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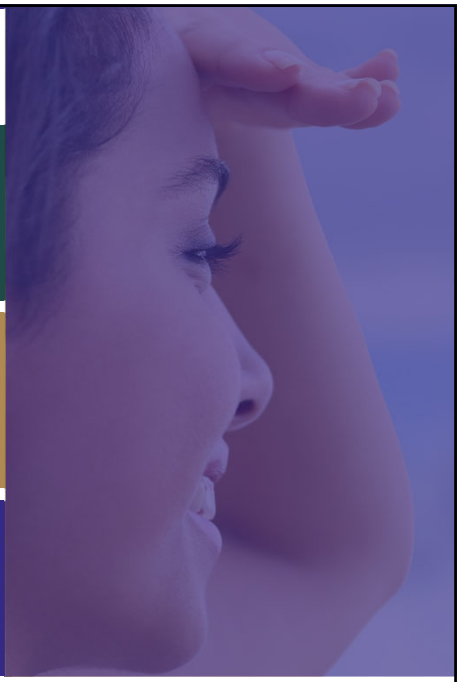
We see a future where…

Each person leading and managing change has the knowledge and skills to be successful.

Each organization manages change effectively to realize the intended results of the change.

Each person impacted by change is supported in their individual change journey.



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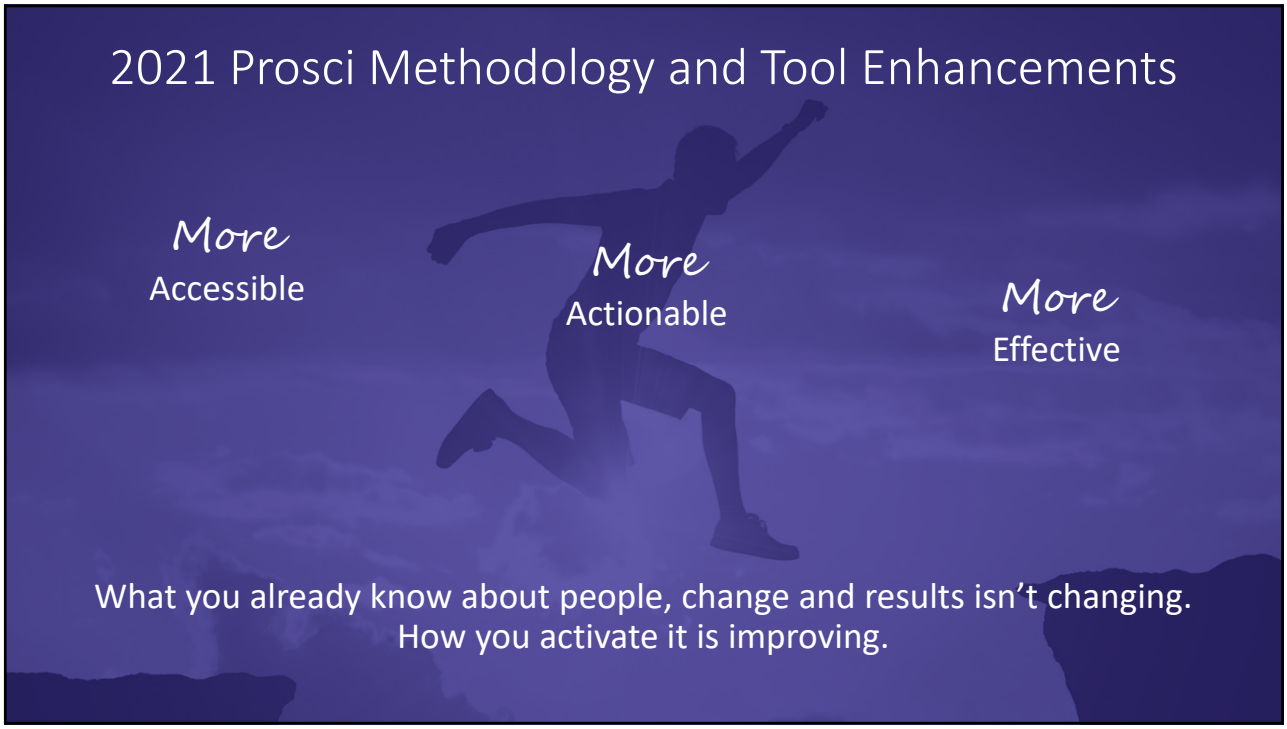

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Key Enhancements to the Prosci Methodology

Elevate **change success**

1. Refreshed the **Prosci Methodology** and **Prosci 3-Phase Process** to make it more accessible, actionable and effective
2. Enhanced the **PCT Model** and **PCT Assessment** by adding an assessment of success
3. Emphasized **change success** by defining, measuring and tracking change performance
4. Strengthened the **Risk Assessment** and analysis, and provided guidance to address risk factors
5. Added a **Role Roster** to make it easier to identify and activate change management roles
6. Introduced the **ADKAR Blueprint** as a foundation and guide for change management plans
7. Increased flexibility in the number, depth and type of **change management plans**

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https://blog.prosci.com/7-enhancements-to-the-prosci-methodology-in-2021

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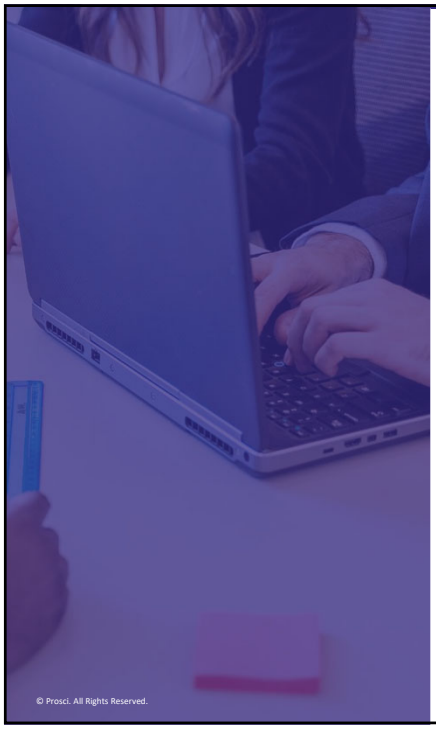

Chat in the numbers of:

Which enhancement do you think could have the biggest impact on your practice?

Elevate **change success**

1. Refreshed the **Prosci Methodology** and **Prosci 3-Phase Process** to make it more accessible, actionable and effective
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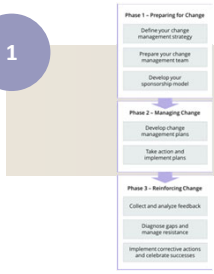
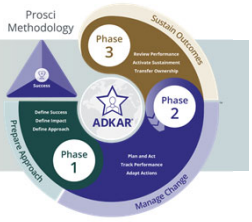
Methodology Evolutions

1



Prosci 3-Phase Process



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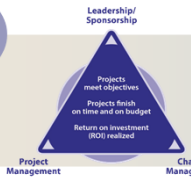
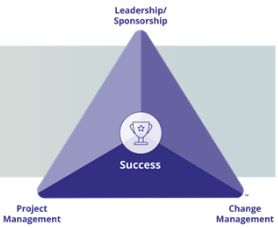


PCT Model



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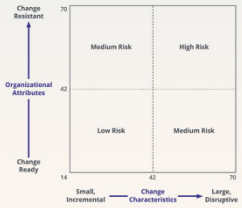
Risk Assessment and Analysis

Guidance by **Risk Factor**



Guidance by **Risk Quadrant**

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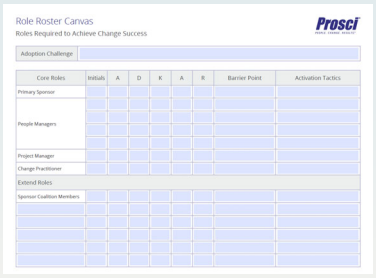
Methodology Additions

5

Role Roster



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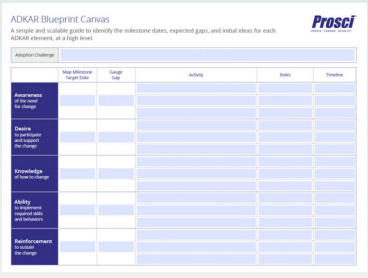
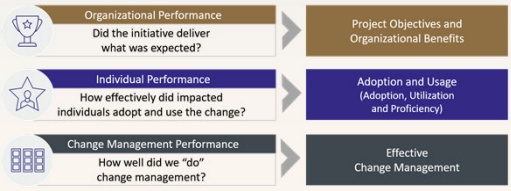
ADKAR Blueprint



3

Elevate Success



7

Plan Scaling

ADKAR Blueprint	ADKAR Blueprint + ADKAR Blueprint by Group	ADKAR Blueprint + ADKAR Blueprint by Group + Core Plans	ADKAR Blueprint + ADKAR Blueprint by Group + Core Plans + Extend Plans

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Certification Experience is Better Than Ever

More Accessible	More Actionable	More Effective
• One program with two delivery modes • Program materials with visual wayfinding • Designed to meet the needs of different learning styles • Greater diversity and inclusion • Accessible for people with disabilities		• Ability-focused learning outcomes • Program activities address real-world application challenges • Use of a case study to demonstrate application of the methodology • Daily knowledge checks to gauge learning progress

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Key Tool Advancements: Prosci Hub Solution Suite

More Accessible	More Actionable	More Effective
Collaboration	**Performance Tracking**	**Interconnected Planning**
Research Hub The experience of thousands of change leaders at your fingertips		**Proxima** Your guide to managing change throughout a project or initiative
Knowledge Hub Content and resources to build your knowledge and skills to succeed at change		**Instructor Hub** Guidance and materials to deliver a transformational learning experience

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Agenda – Evolving to Elevate Change Success

Why
we changed

How
we changed

What
we changed

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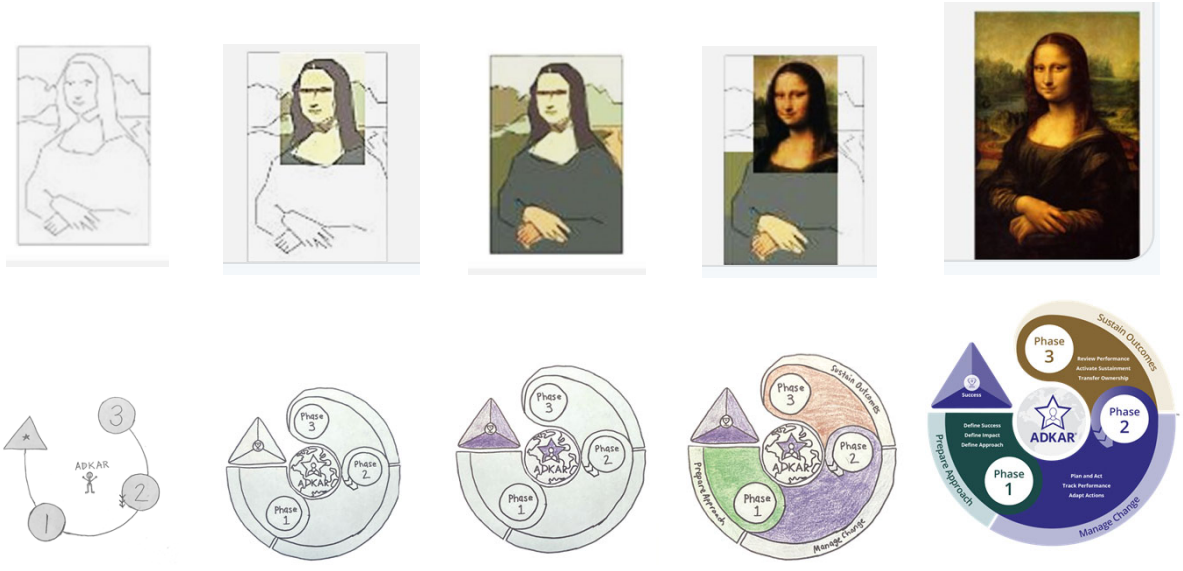
Iterating and Refining the Practitioner Solution



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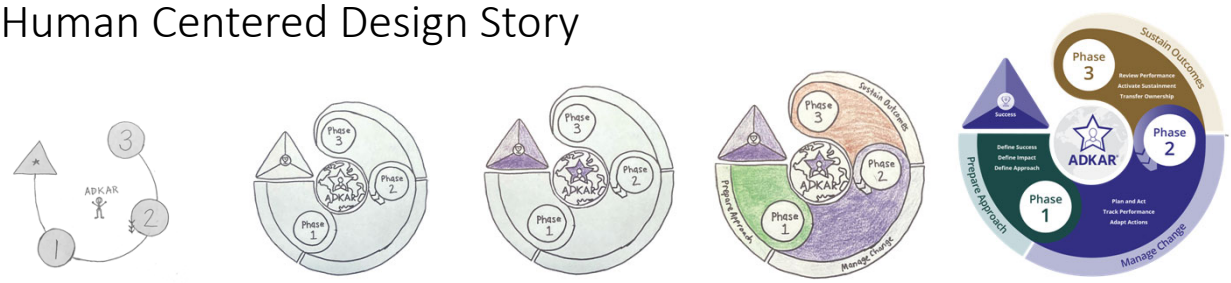
Human Centered Design Story



Learned Via Methodology Study	Refreshed Methodology	Designed Certification Program	Refined Online Tools	Released 2021 Enhanced Methodology, Program and Tools
Focus group of **180+ customers** consulted	**38 prototypes** developed and tested with **2,000+ practitioners**	**9 Cert Programs** beta tested with **153 participants**	**26 sprints** to create **3 new online hubs**	Available in **60+ countries** and **8 languages**

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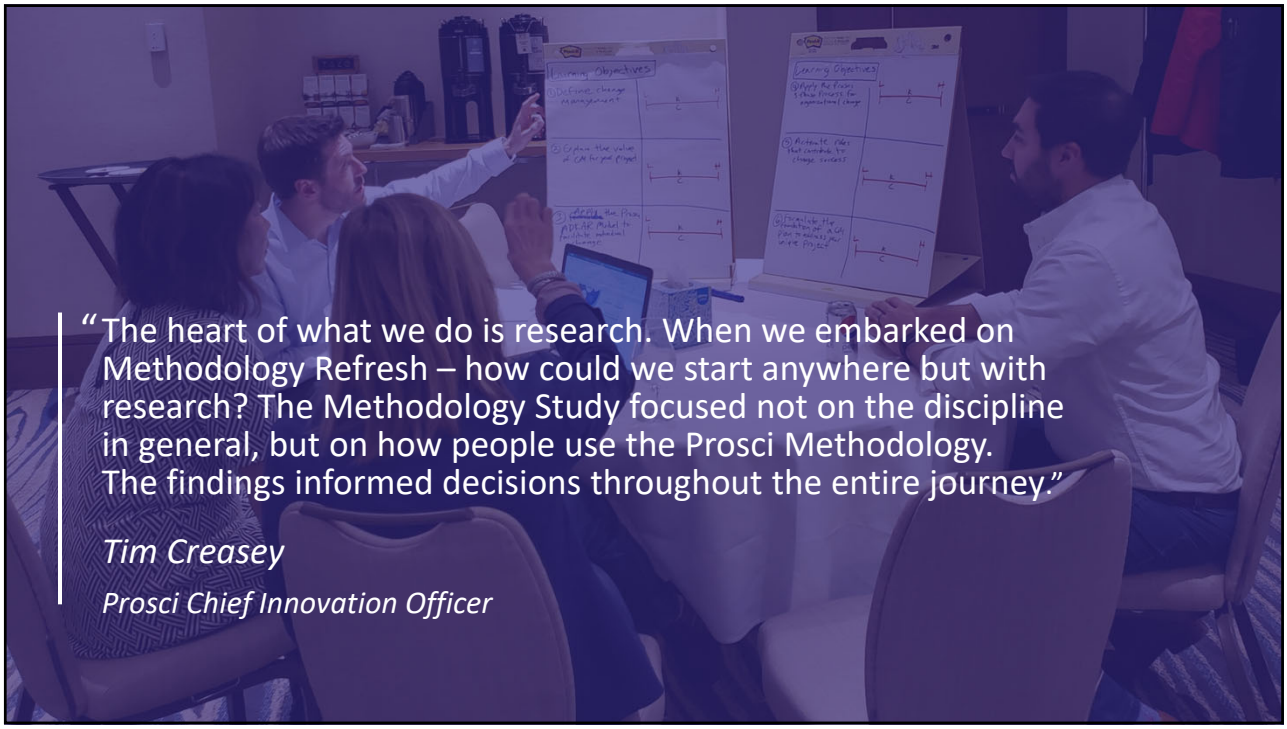

> "The heart of what we do is research. When we embarked on Methodology Refresh – how could we start anywhere but with research? The Methodology Study focused not on the discipline in general, but on how people use the Prosci Methodology. The findings informed decisions throughout the entire journey."

Tim Creasey

Prosci Chief Innovation Officer

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Learned by Empathetically Listening to Practitioners

18	15+	111	2	18	2,618
Prosci Master Instructors SURVEYED	Employees participated in a WORLD CAFÉ	Certification Alumni provided feedback in a WEBINAR	Prosci Super User feedback SESSIONS	Deployment Leaders were INTERVIEWED	Program feedback forms were ANALYSED

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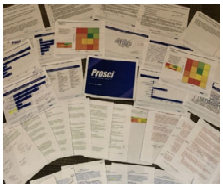
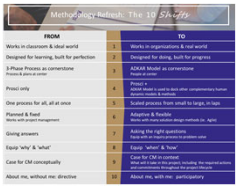
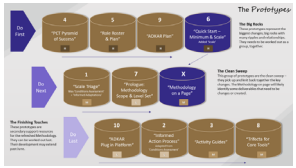
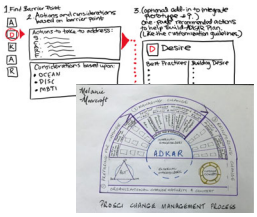
How We Refreshed the Prosci Methodology

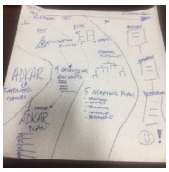
Identified **8 pervasive** practitioner problems	Defined **10 shifts** as our goal	**555 ideas generated** by Prosci and Partners	**38 prototypes** developed by Prosci and Partners	Prototypes tested with **2,000+ practitioners**
Empathize	**Define**	**Ideate**	**Prototype**	**Test**
Understanding the human needs involved.	Re-framing and defining the problem in human-centric ways.	Creating many ideas in ideation sessions.	Adopting a hands-on approach in prototyping.	Developing a prototype/solution to the problem.











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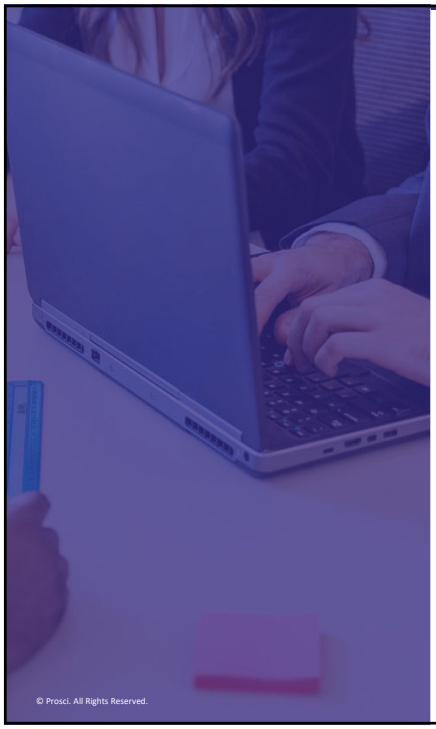

Chat in your thoughts:

What is the value of using a high engagement, user-centered approach to solution design?

- Technical-side benefits?
- People-side benefits?

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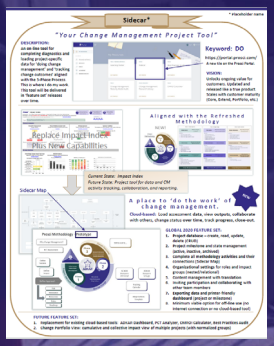
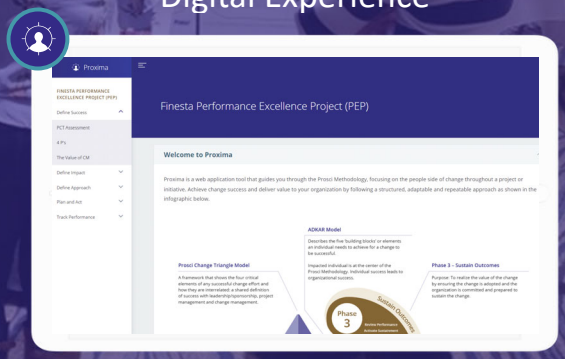
Refined Online Tools

From Concepts and Prototypes



To a Unified Digital Experience



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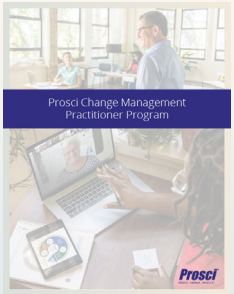
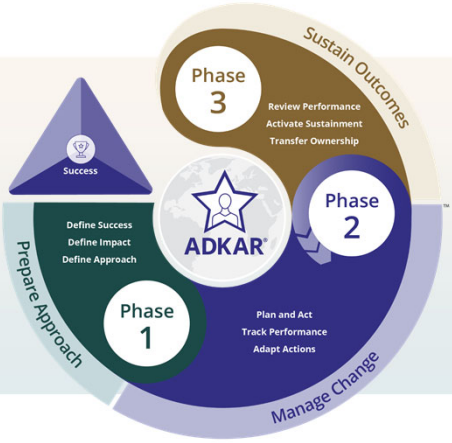
2021 Enhanced Methodology, Program and Tools





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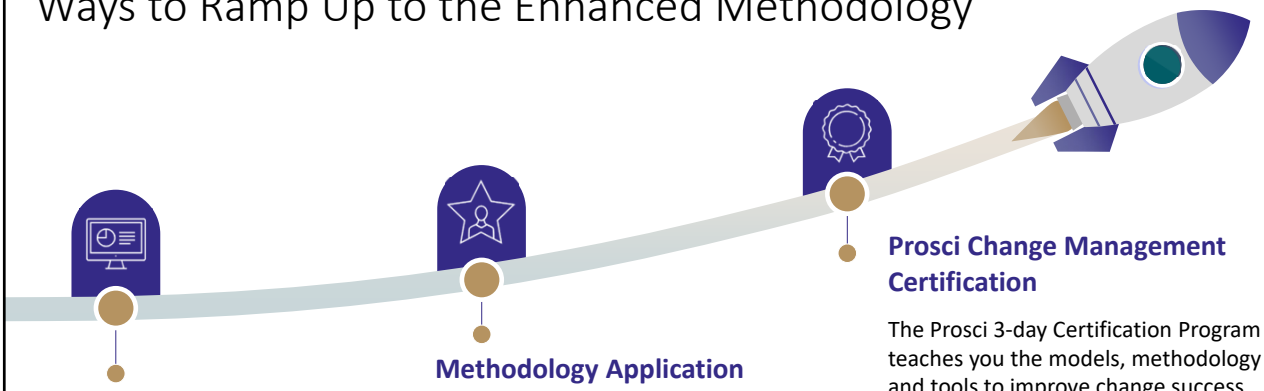
Ways to Ramp Up to the Enhanced Methodology



Self-Directed Resources

Gain relevant insights through Prosci.com, Elevate Change Success eBook, thought leadership articles, blog posts, and webinar replays.

Methodology Application Program (MAP)

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Prosci Change Management Certification

The Prosci 3-day Certification Program teaches you the models, methodology and tools to improve change success. Certified alumni receive a discounted rate for recertifying in the enhanced approach.

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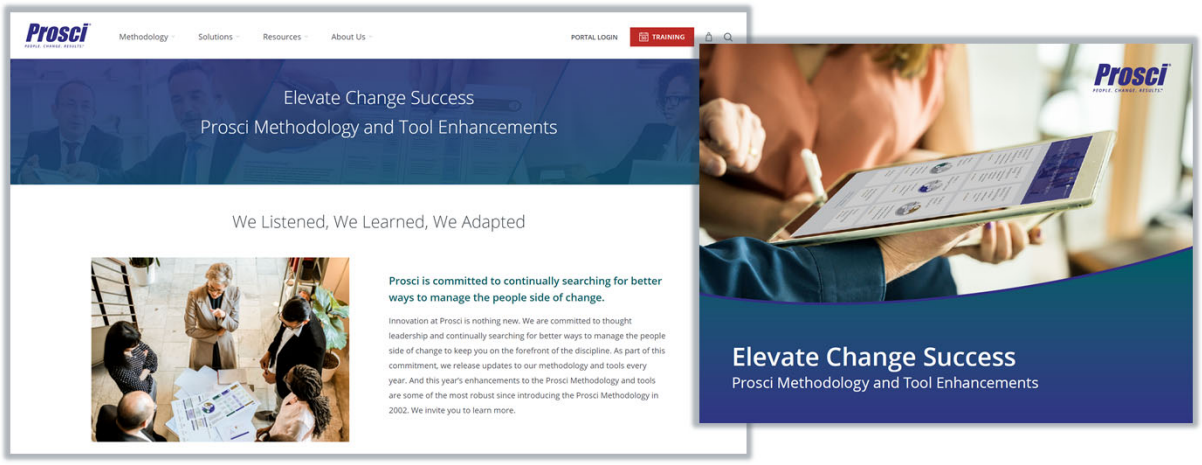
Self-Directed Resources



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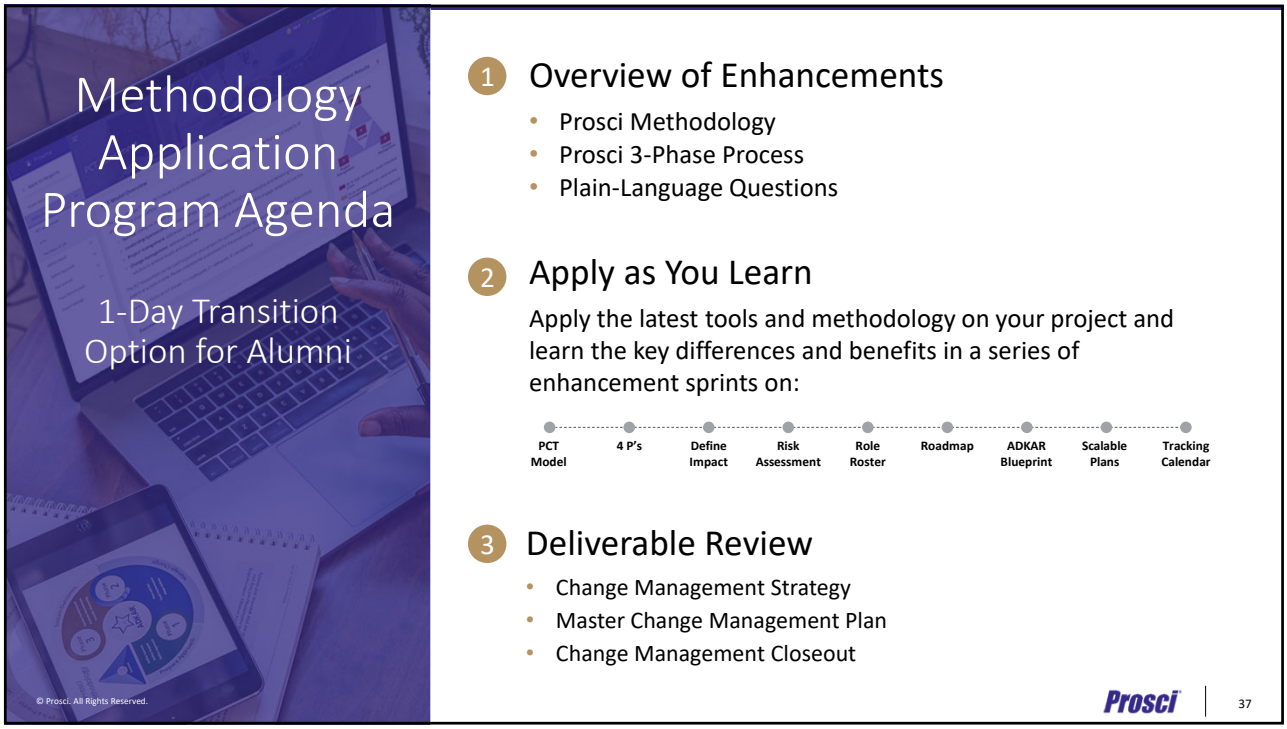

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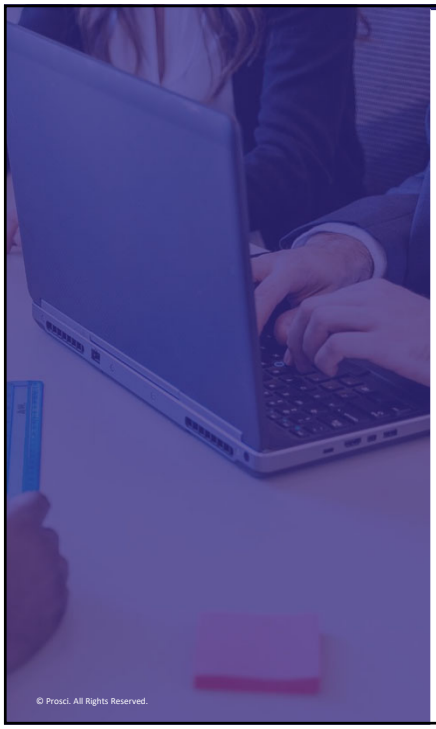

Prosci Enhancement Resources

Download “Elevate Change Success” eBook describing Prosci’ 2021 enhancements

- https://www.prosci.com/hubfs/2.downloads/ebooks/2021-Enhanced-Prosci-Methodology-and-Tools-eBook.pdf

2021 Methodology and Tool Enhancements Page

- https://empower.prosci.com/2021-methodology-enhancements

Webinar Replay – Prosci Methodology 2021

- https://www.prosci.com/resources/webinars/prosci-methodology-webinar

Methodology Section on Prosci.com

- https://www.prosci.com/methodology-overview

Blog – 7 Enhancements to the Prosci Methodology

- https://blog.prosci.com/7-enhancements-to-the-prosci-methodology-in-2021

Download – Hub Solution Suite Datasheet

- https://www.prosci.com/hubfs/2.downloads/datasheets-and-info-guides/Prosci-Hub-Solution-Suite-Datasheet.pdf

Methodology Application Program – 1-day session for alumni

- https://www.prosci.com/solutions/training-programs/methodology-application-program

Prosci Practitioner Program – 3-day (re)certification

- https://www.prosci.com/solutions/training-programs/change-management-certification-program

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