

# Elevate Your Influence by Speaking the Language of Value

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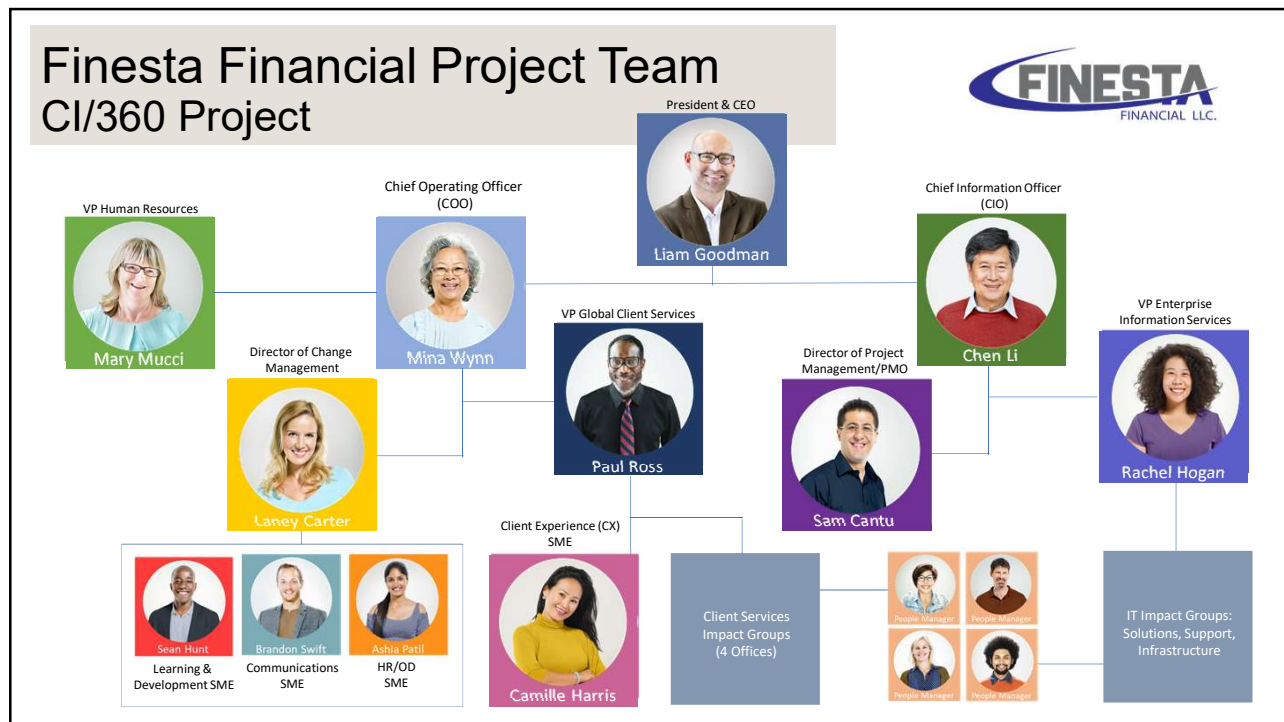
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The slide features the "CHANGE MANAGEMENT 2019" logo in the top left. The main content includes the "FINESTA FINANCIAL LLC." logo on the left, which consists of a blue swoosh and the word "FINESTA" in bold, with "FINANCIAL LLC." in smaller text below it. To the right of the logo is a speech bubble containing the text "Introduce Finesta Financial". Below the speech bubble, a text block states: "Finesta Financial LLC ('Finesta') is a fictional company used by Prosci as a **sample company**." At the bottom of the slide, a italicized disclaimer reads: "The fine print: All scenarios, people, and roles represented are fictitious and were created to describe typical challenges faced when managing change and the decisions and actions that could be taken to address them." The bottom orange bar contains "©ACMP 2019" and "#ACMP2019".

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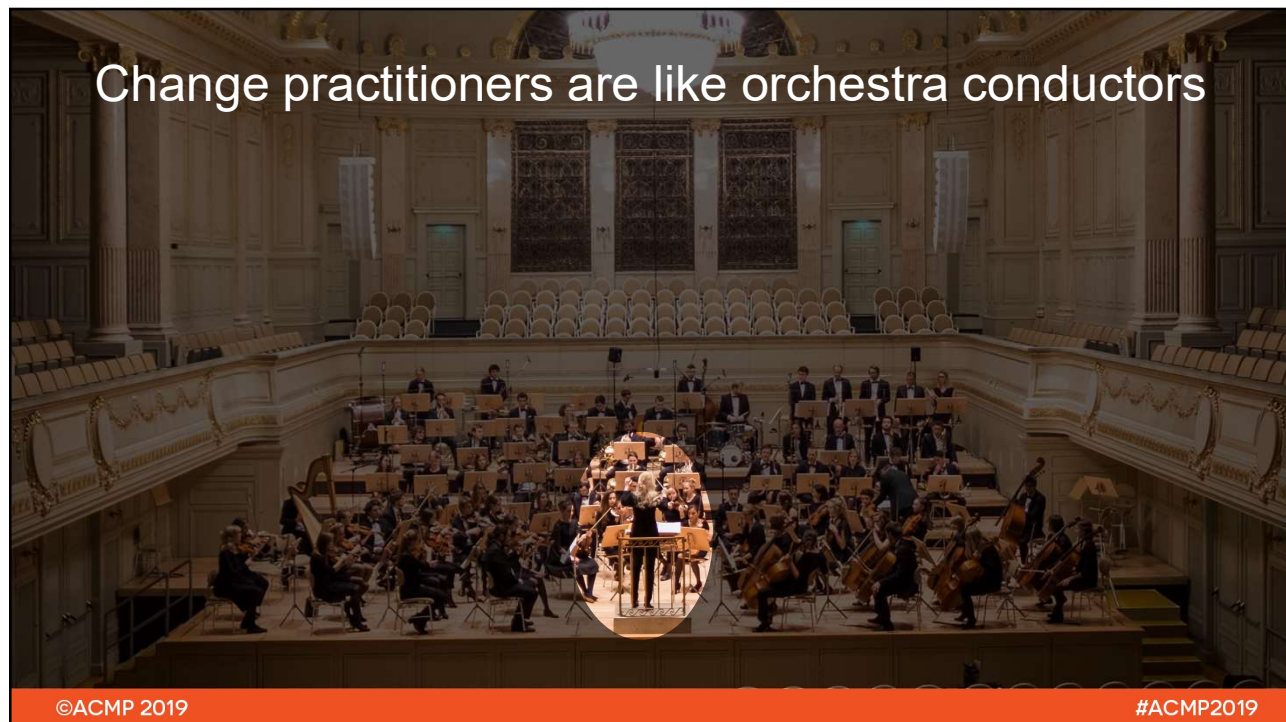
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# Elevate Your Influence by Speaking the Language of Value

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<b>Executives &amp; Senior Leaders</b>     <b>Primary Sponsor</b>    <b>Senior Leaders of the Impact Groups</b>	<b>Project Team &amp; Solution Developers</b>    <b>Project Support SME Roles</b>    <small>Learning &amp; Development SME    Communications SME    HR/OD SME</small>	 <b>CHANGE MANAGEMENT</b> 2019     <b>Laney Carter</b> Change Practitioner
<b>First-Level Managers &amp; Supervisors</b>     <b>Managers and Supervisors in the Impact Groups</b>	<b>Employees/Associates</b>  	
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## Design Thinking: Empathy

View problems and processes from a different lens

Human-centered products, services, solutions & experiences




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**CHANGE**  
MANAGEMENT 2019



Change Practitioner



**Project Primary Sponsor**  
What matters most to me in this role?

*I sponsor projects and change initiatives with ownership and accountability for outcomes.*

Why is change management important to me?

Open your deck of project role cards

Single words or a short phrase


What someone in this role should say


Make a specific connection to the role

Live Presentation


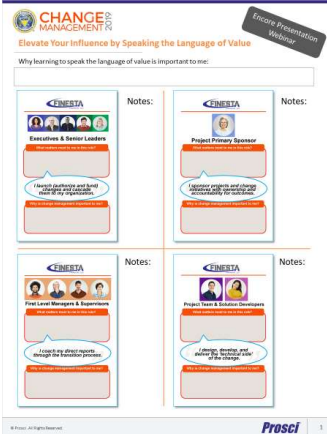
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**CHANGE**  
MANAGEMENT 2019



Change Practitioner



**Project Primary Sponsor**  
What matters most to me in this role?

*I sponsor projects and change initiatives with ownership and accountability for outcomes.*

Why is change management important to me?

**Project Sponsor**  
What matters most to me in this role?

*I sponsor projects and change initiatives with ownership and accountability for outcomes.*

Why is change management important to me?

Open the PDF file in the 'Handouts' section of the GoToWebinar Control Panel.

Webinar Adaptation

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## What matters most to me in this role?

1. Executives & Senior Leaders
2. Project Primary Sponsor
3. First-Level Managers & Supervisors
4. Project Team & Solution Developers
5. Project Support SME Roles
6. Impacted Employees/Associates



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<p style="text-align: center;">Executives &amp; Senior Leaders</p> <div style="display: flex; justify-content: space-around;">     </div> <p style="text-align: center; color: orange;">Primary Sponsor</p> <div style="display: flex; justify-content: space-around; margin-top: 20px;">   </div> <p style="text-align: center; color: orange;">Senior Leaders of the Impact Groups</p>	<p style="text-align: center;">Project Team &amp; Solution Developers</p> <div style="display: flex; justify-content: space-around;">   </div> <p style="text-align: center; margin-top: 20px;">Project Support SME Roles</p> <div style="display: flex; justify-content: space-around;">    </div> <div style="display: flex; justify-content: space-around; font-size: small;"> <span>Learning &amp; Development SME</span> <span>Communications SME</span> <span>HR/OD SME</span> </div>	 <div style="border: 2px solid blue; border-radius: 50%; width: 150px; height: 150px; margin: 20px auto; display: flex; align-items: center; justify-content: center;"> <p style="color: orange; font-size: 1.2em;">What is the language of value for each role?</p> </div> <div style="text-align: left; margin-top: 20px;">  <p><b>Laney Carter</b> Change Practitioner</p> </div>
<p style="text-align: center;">First-Level Managers &amp; Supervisors</p> <div style="display: grid; grid-template-columns: repeat(2, 1fr); gap: 5px;">     </div> <p style="text-align: center; color: orange;">Managers and Supervisors in the Impact Groups</p>	<p style="text-align: center;">Employees/Associates</p> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="background-color: #4a69bd; color: white; padding: 10px; text-align: center;">Client Services Impact Groups (4 Offices)</div> <div style="background-color: #4a69bd; color: white; padding: 10px; text-align: center;">IT Impact Groups: Solutions, Support, Infrastructure</div> </div>	

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## Golden Rules of Language Learning

1. **Live the language** – listen, speak, read, write, sing

**Matthew Youlden**  
language coach, linguist,  
translator, interpreter,  
lecturer and polyglot



"How to learn any language easily" | TEDxClapham | [https://www.youtube.com/watch?v=Yr\\_poW-KK1Q](https://www.youtube.com/watch?v=Yr_poW-KK1Q)  
[www.matthewyoulden.com](http://www.matthewyoulden.com) (Photo Credit: Babbel)

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## Design Thinking: Divergence

**Discover new ideas. How might we? What might we do?**

**Open-ended stretching** for solutions, not a lack of direction

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How might we 'live the language' for each role?

Live Presentation



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 Golden Rules of Language Learning

1. Live the language – listen, speak, read, write, sing
2. **Make mistakes** – we learn by making mistakes
3. **Make it fun** – be creative, get other people involved


**Matthew Youlden**  
language coach, linguist,  
translator, interpreter,  
lecturer and polyglot



"How to learn any language easily" | TEDxClapham | [https://www.youtube.com/watch?v=Yr\\_poW-KK1Q](https://www.youtube.com/watch?v=Yr_poW-KK1Q)  
[www.matthewyoulden.com](http://www.matthewyoulden.com) (Photo Credit: Babbel)

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**Design Thinking: Rehearsing**

**Test possible solutions quickly**

**Learn and gain confidence to move forward**

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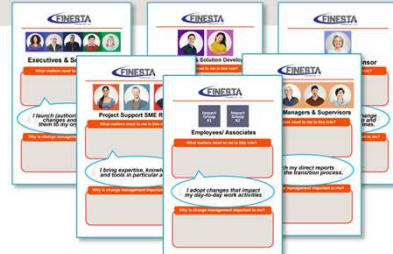
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**Let's Rehearse (Make Mistakes & Have Fun!)**

1. Executives & Senior Leaders
2. Project Primary Sponsor
3. First-Level Managers & Supervisors
4. Project Team & Solution Developers
5. Project Support SME Roles
6. Impacted Employees/Associates

**Step 1:**  
Pick the card with the role you want to practice on. Keep it secret from your partner.  
Choose one person to go first.




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## ACMP 2019 Version of "Heads up"

**Live Presentation**

**Step 2:**  
Have your partner put your card on their forehead (no peeking)




**Step 3:**  
Speak to your partner in their language of value

Why change management is important to you...

(1 minute)


**Step 4:**  
Have your partner guess who they are (which role?)




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## Webinar Adaptation



I am going to speak to you in your language of value...  
Who are you?

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Elevate Your Influence by Speaking the Language of Value

Why learning to speak the language of value is important to me:

ENESTA

Notes:

Executive & Senior Leaders

Value: Leadership and team performance

ENESTA

Notes:

Project Primary Sponsor

Value: Leadership and team performance

ENESTA

Notes:

First Level Manager & Supervisor

Value: Leadership and team performance

ENESTA

Notes:

Project Team & Service Environment

Value: Leadership and team performance

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What I plan to do differently as a result of attending this webinar:

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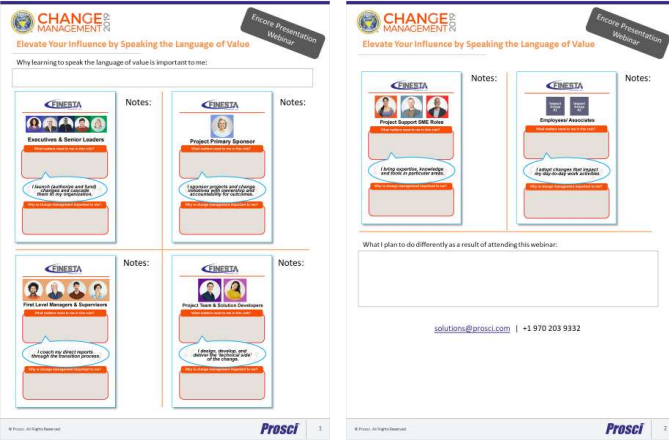
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### Webinar Adaptation



Your image here

Why change management is important to you...

Practice speaking to a person in a specific role.

**Stop!**

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## CHANGE MANAGEMENT 2019

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<p style="text-align: center; font-weight: bold;">First-Level Managers &amp; Supervisors</p> <div style="display: grid; grid-template-columns: repeat(2, 1fr); gap: 5px;">     </div> <p style="text-align: center; color: orange; font-weight: bold;">Managers and Supervisors in the Impact Groups</p>	<p style="text-align: center; font-weight: bold;">Employees/Associates</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="background-color: #5d6d7e; color: white; padding: 10px; border-radius: 5px; width: 40%;">                         Client Services Impact Groups (4 Offices)                     </div> <div style="background-color: #5d6d7e; color: white; padding: 10px; border-radius: 5px; width: 40%;">                         IT Impact Groups: Solutions, Support, Infrastructure                     </div> </div>

How did it feel?

You are learning to speak the language of value!

Your image here

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## Keep Practicing. “How might I use these?”

1. Executives & Senior Leaders
2. Project Primary Sponsor
3. First-Level Managers & Supervisors
4. Project Team & Solution Developers
5. Project Support SME Roles
6. Impacted Employees/Associates



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 **CHANGE**  
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# Elevate Your Influence by

Karen Ball  
[solutions@prosci.com](mailto:solutions@prosci.com)

**SPEAKING  
THE  
LANGUAGE  
OF  
VALUE**  
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catalyzing individual transitions

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Apply change management on initiatives  
Embed organizational change capability

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