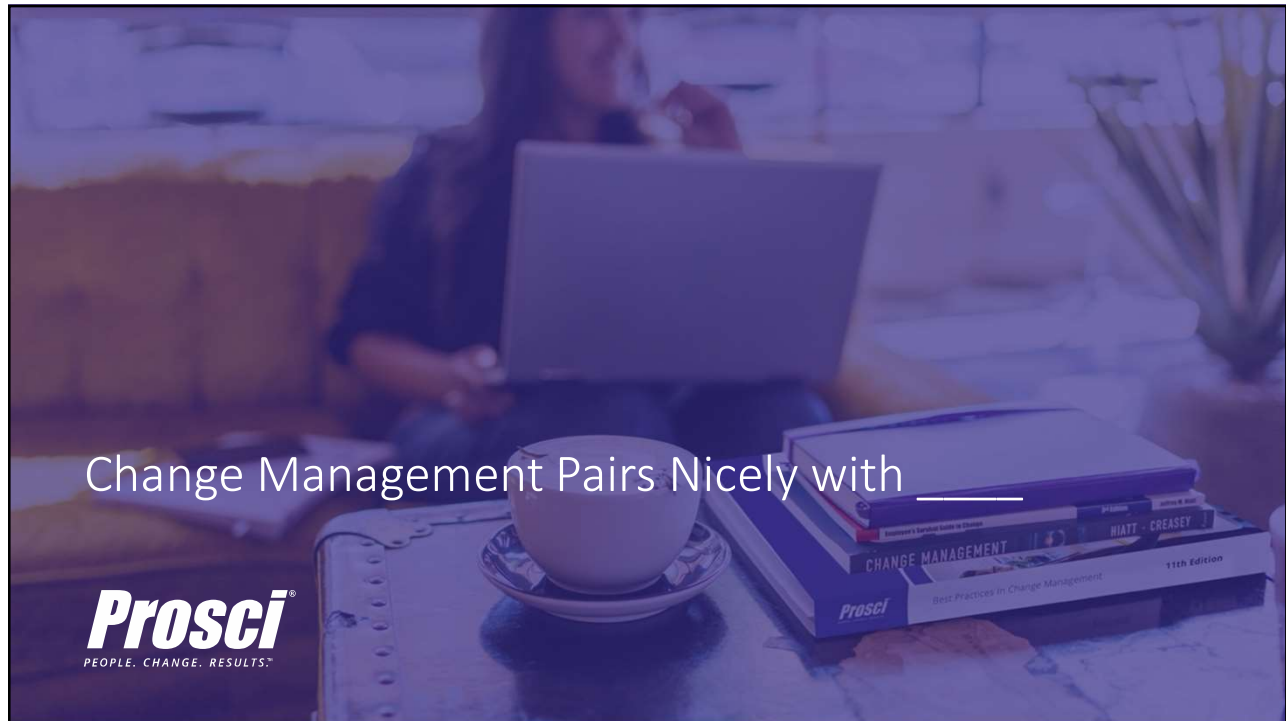



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1





**Tim Creasey**  
Chief Innovation Officer at Prosci  
10mo •

Jan 30, 2001 - my first day at Prosci. 20 years. My how things have changed. I've discovered my purpose - to help people see challenges as unlockable. And my passion - to understand how human beings take in, process, internalize and act on information. I got married. Had two sons. Wrote a book and many articles and blogs. Delivered hundreds of webinars. Conducted a load of research. Traveled the world. Spoke for thousands. Had a blast. And hopefully - and most importantly to me - helped a few people unlock a challenge or two along the way.

To that end, here are a handful of the "how I see the world" lenses that have shaped me and have been keys to unlocking challenges. Enjoy!

Aligning on "to what end" is the basis of collaboration. Context and contrast are essential for sense making. Invest energy to build shared understanding. The key is matching effort to effect. Life is a series of trade offs - knowing how you make yours is more important than any one decision. Accurately evaluating opportunity cost is rarely done but invaluable. Elegant simplicity isn't easy, but it's magic. Time and place, time and place, time and place. The little things really matter, but never lose sight of the big picture. Progress over perfection. Ancora Imparo.

Be well - cheers to another 20!  
~Tim



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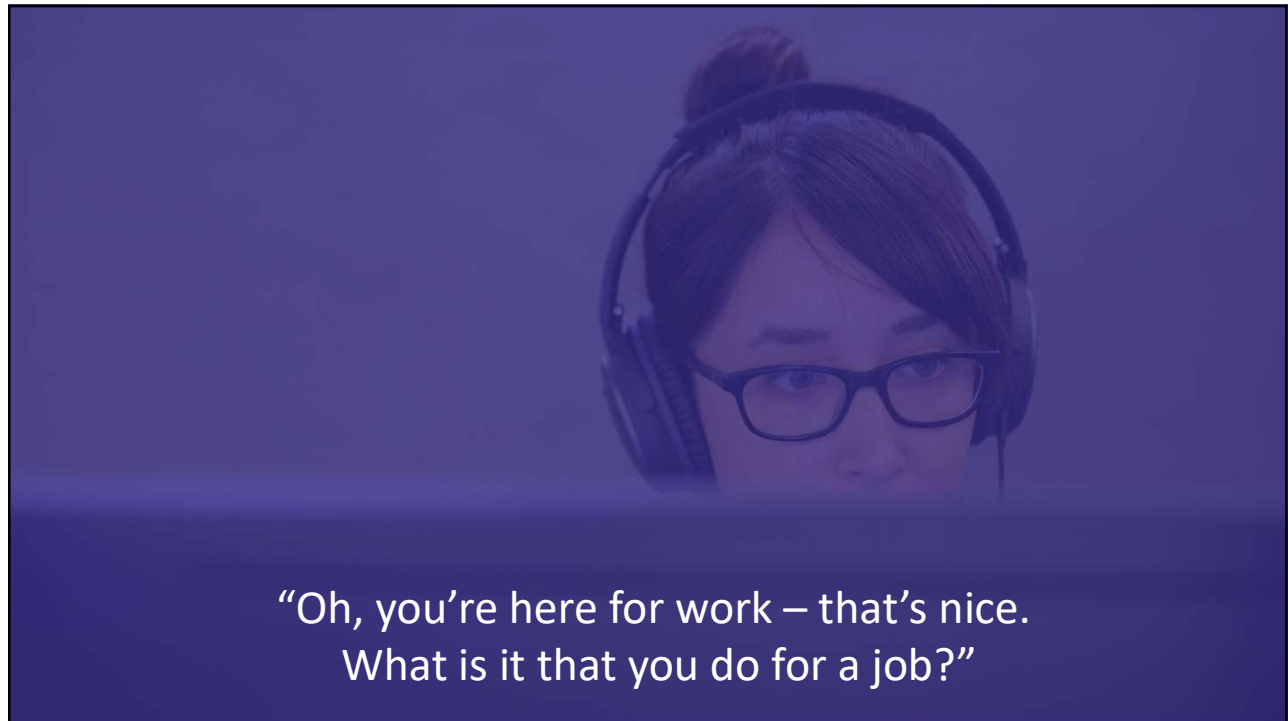
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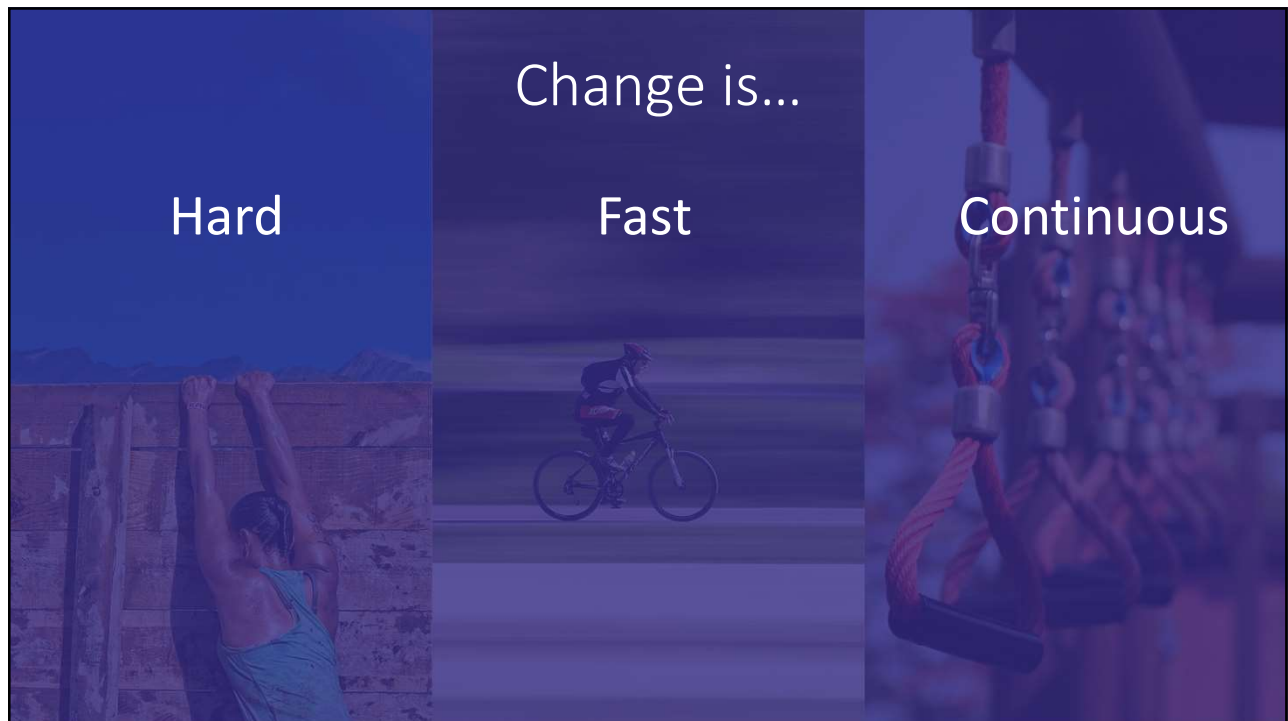
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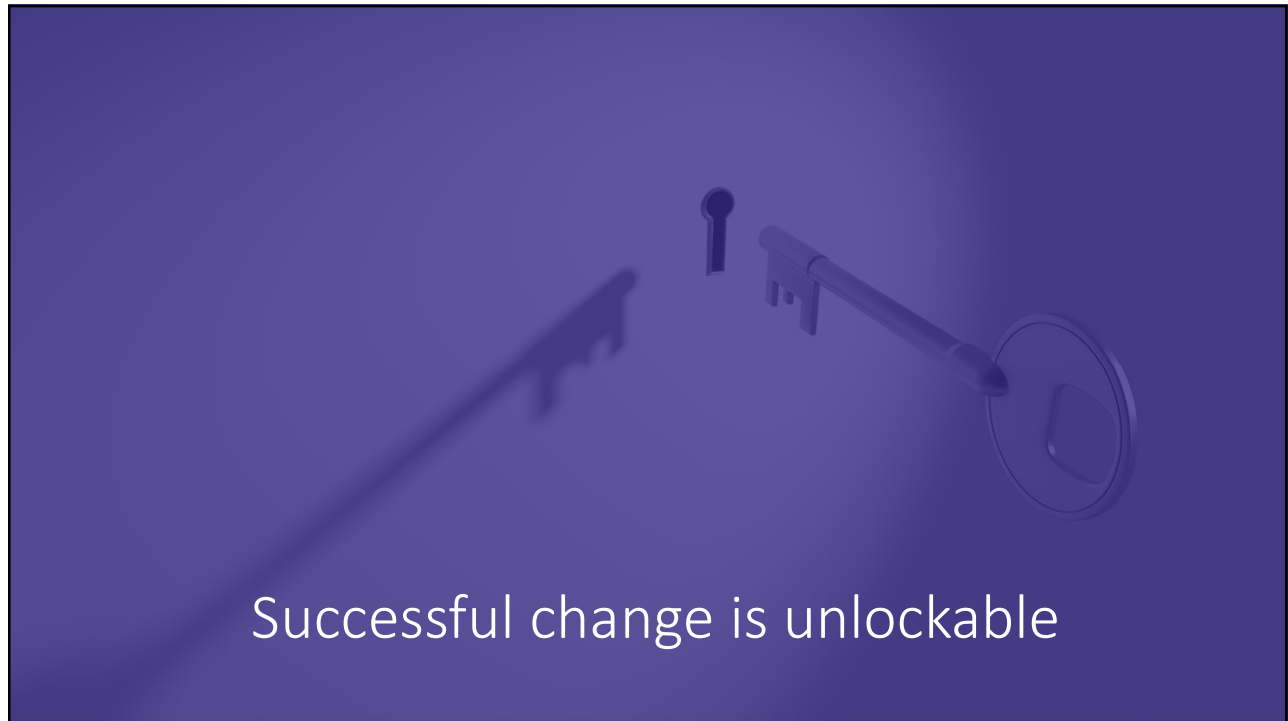
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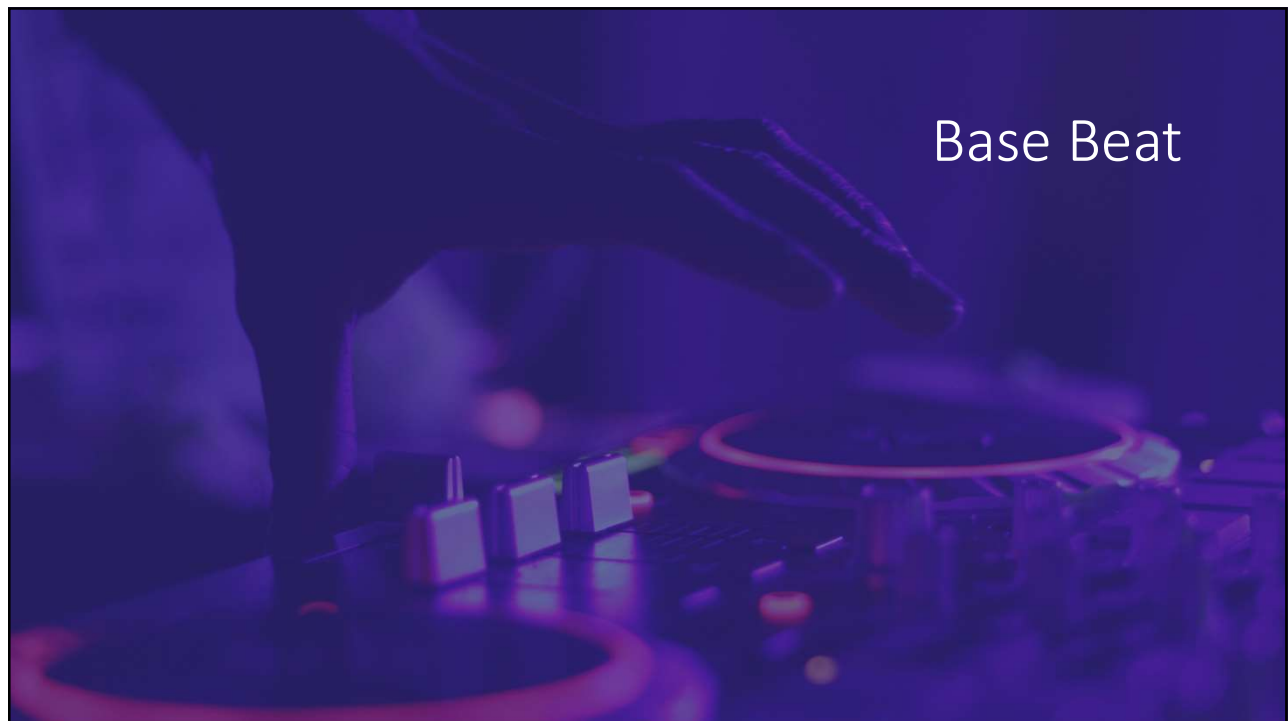
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## Two Sides of Change



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7

## Two Sides of Change

Documented and optimized  
a critical process

Announced a new  
mindset for growth

Developed a new  
enabling technology

People did not follow and  
adhere to the process

People did not demonstrate  
the necessary behaviours

People did not adopt and  
use said technology

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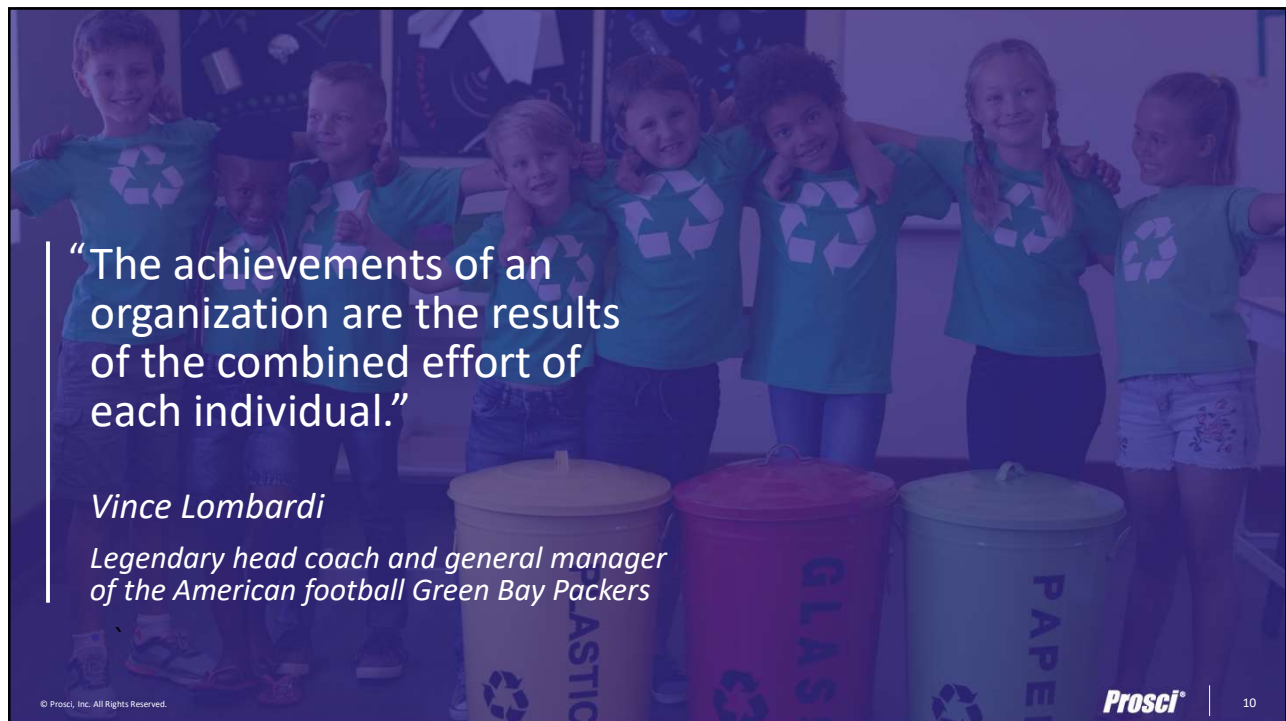
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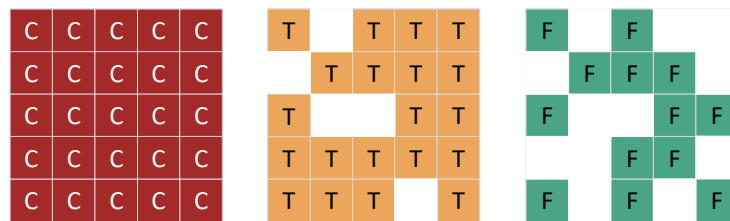
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An organizational move to a future state



Ultimately requires individuals to move from their current to their future state



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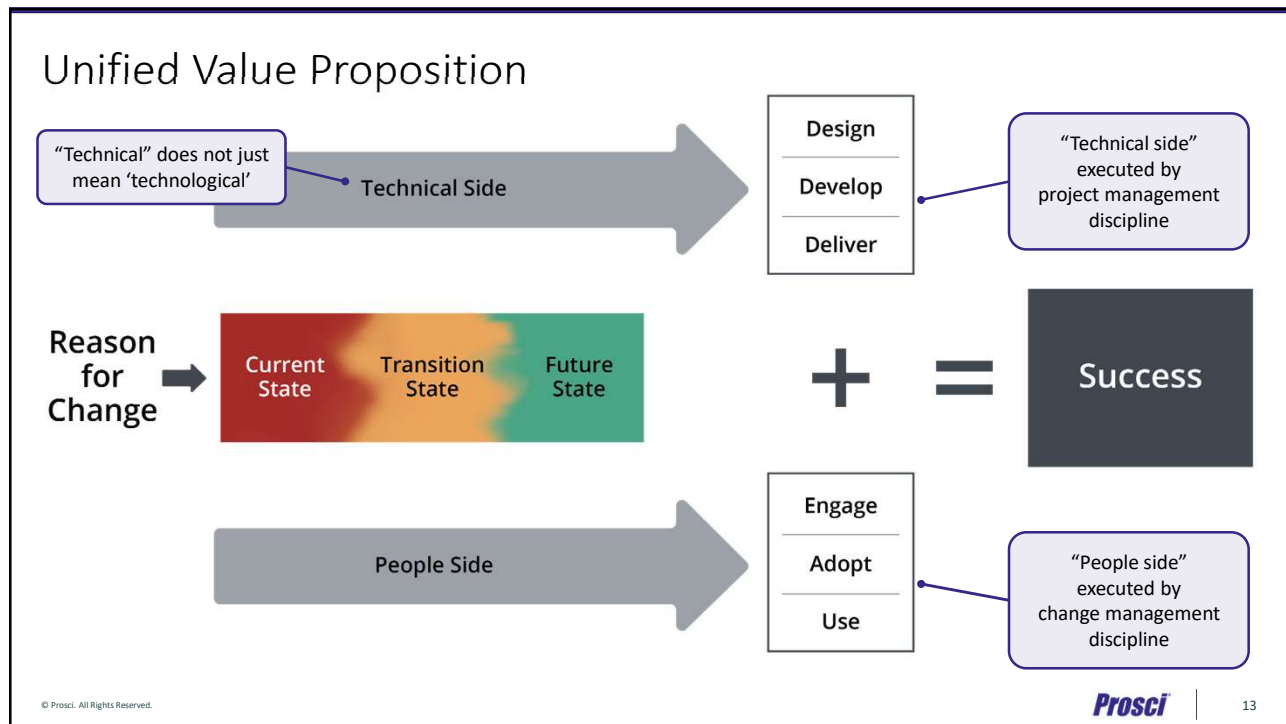
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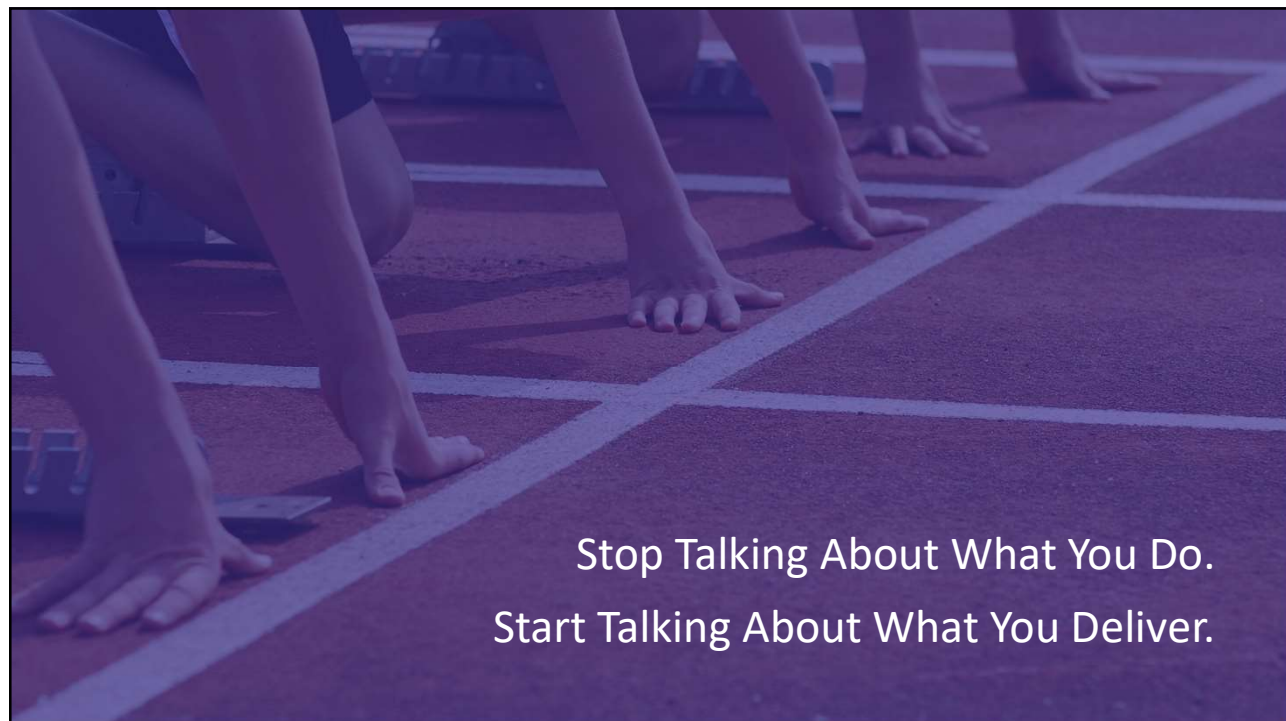
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13



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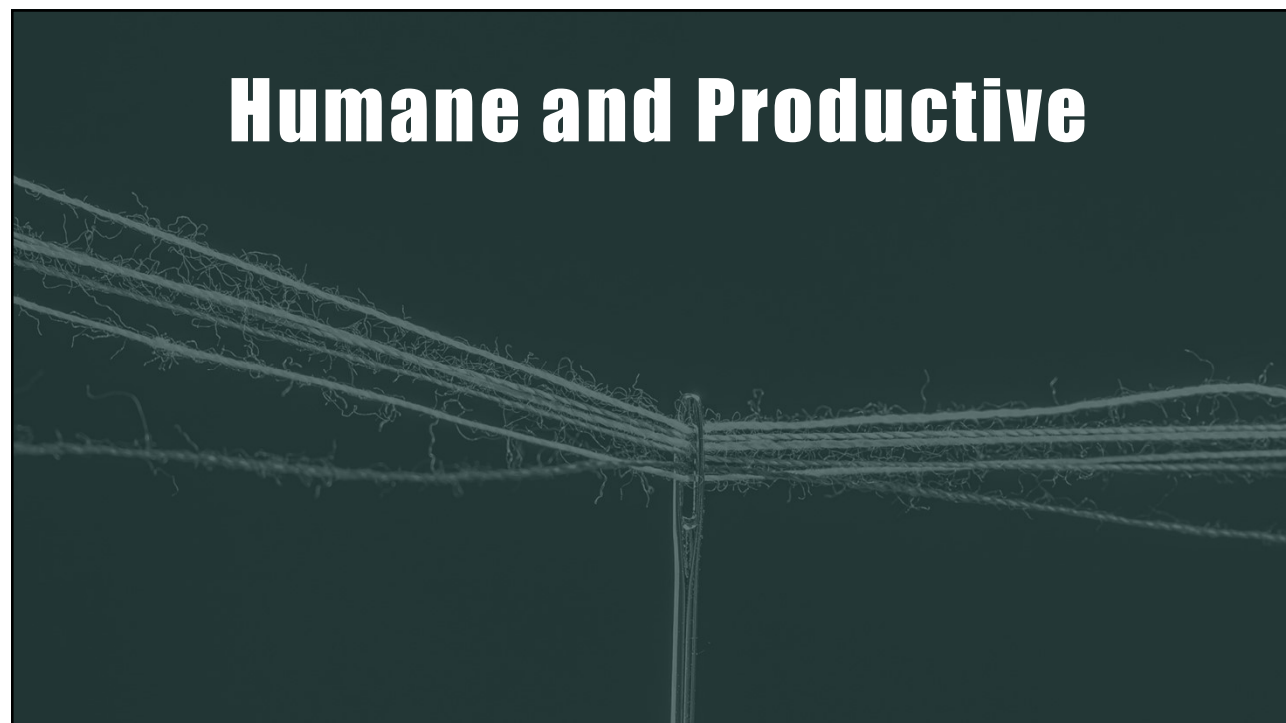
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WHAT YOU DO	WHAT YOU DELIVER
Change Profile	Infuse empathy into our initiatives and add a human face to change impact
Impact Assessments	Accelerate outcome achievement and deliver people-dependent project ROI
Risk Assessment	Increase the likelihood of meeting project objectives, on time and on budget
Role Roster	Reduce costs and risks of poor adoption like resistance, attrition, conflict and frustration
Change Management Strategy	Close the gap between requirements and results, and between outputs and outcomes
ADKAR Blueprint	Make change success repeatable and scalable by applying methodology, structure and intent
Sponsor Plan	
People Manager Plan	
Communications Plan	
Training Plan	
Performance Tracking	
Feedback Collection and Analysis	
Sustainment Strategy and Plan	

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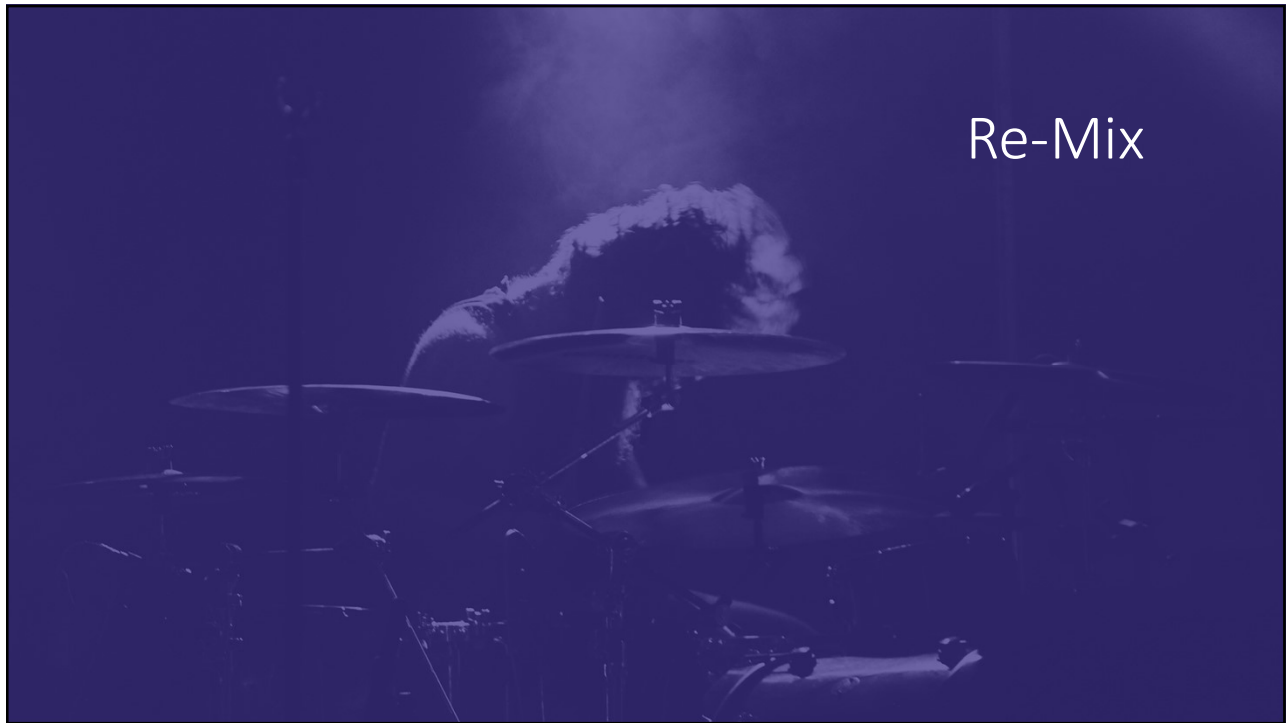


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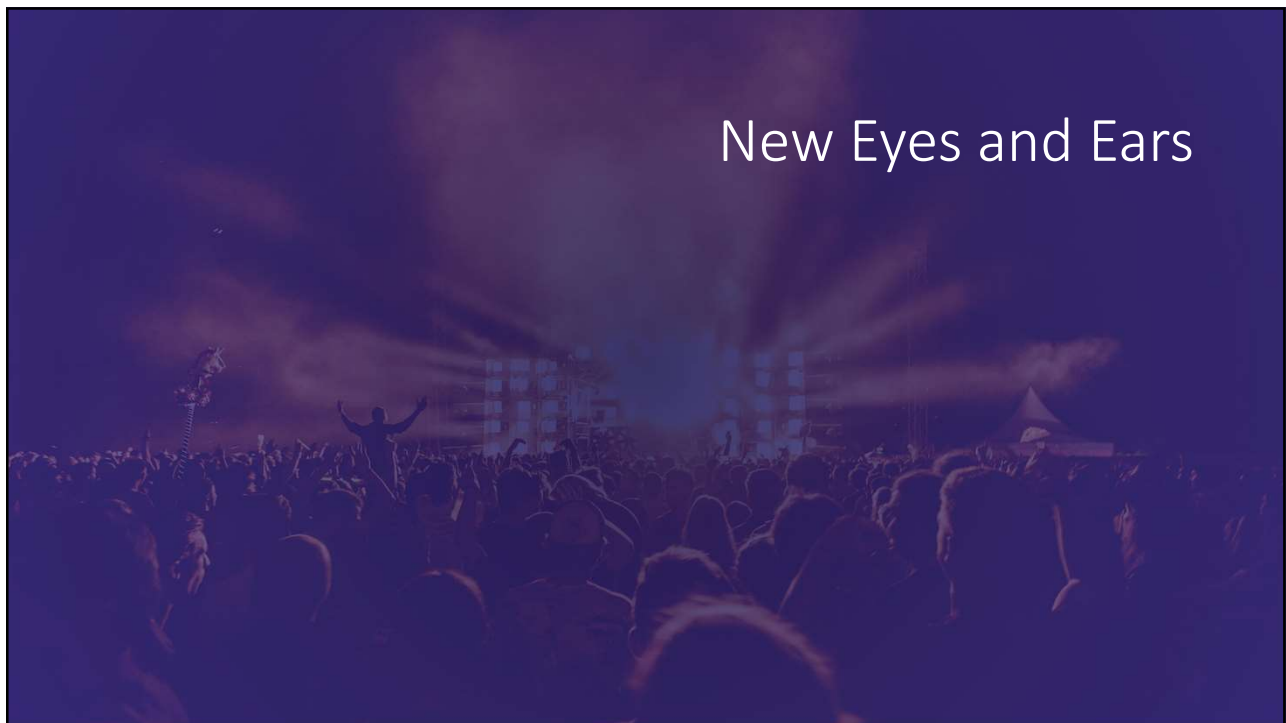


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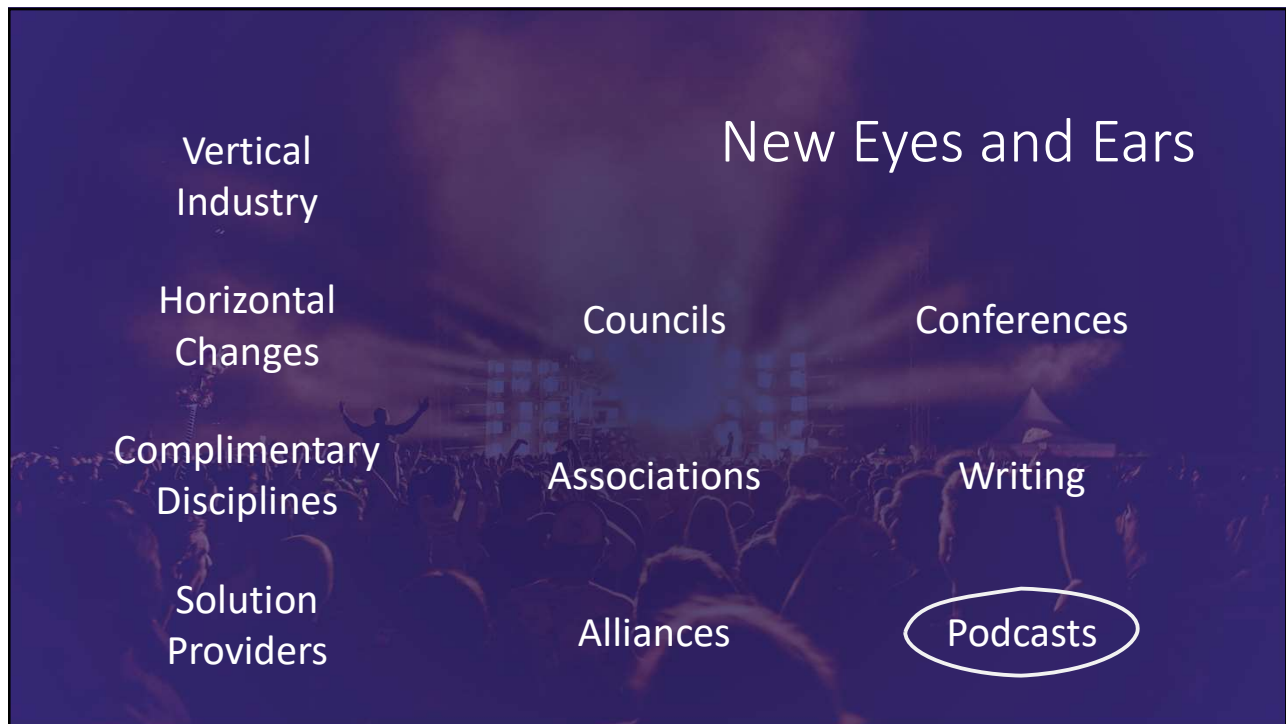
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18

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19



20

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22




## Customer Experience

“CHANGE, How Did the Entire Business World Move to WFH in 1.5 Days?” (43:41)

- Defining and understanding the moving parts of successful change
- The involuntary digital transformation
- The impact of the pandemic on workplaces, organizations, change, and the customer
- The need for leaders to be strategic as they re-imagine the workplace

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23



## Digital Transformation

“Repeatable Scalable Change Management” (12:18)

- Can you share your definition of change management?
- What signs signal that we've missed the mark on CM during a project?
- How do you start to build a repeatable and scalable CM program to ensure you don't run into challenges with future projects?


Nice shorty

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24





25



## Innovation


"Tim Creasey on Innovation and Change Management" (25:36)

- ❑ The foundation of delivering better results through people
- ❑ Activating and harnessing change ecosystems to spark innovation
- ❑ Why "future-proof" doesn't make sense to me, but "future-ready" does
- ❑ "To what end" and anchoring to outcome, refining problem definition, clearly articulating success

26

26





Design is Everywhere

## Design

Coming December 2021  
Title TBD

Design is...

*Change management is...*

**intentionality with**


*how we prepare, equip and support*

**the human experience**

*during change*

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27



THE CHANGED PHYSICIAN

## Physicians

"Change Expert, Tim Creasey, and the Human Side of Change" (38:53)



- Enabling change success
- CM as the way we tend to the people side of the change coin
- Applying CM to various types of technical changes
- ADKAR 101 (in a really accessible package)

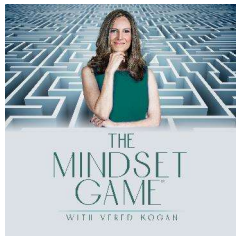
*Send to Grandma*

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28

## Leadership

### “How to Lead Your Team Through Change” (38:16)



- ☐ At the intersection of organizational outcomes and treating people right
- ☐ The costs and consequences of tending to the people side of change too late in a change effort
- ☐ Telling vs. Communication plans
- ☐ Three key tips for managing resistance
- ☐ How to engage and activate leaders



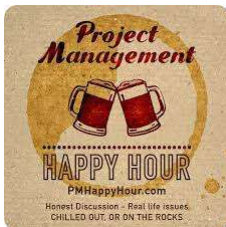
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29

## Alignment

### “A 12-Pack of Alignment Hacks with Tim Creasey – Part 1” (1:10:53)



#### Six Pack #1

- ☐ Getting on the Same Page
- ☐ 1 - Pivot Around Purpose
- ☐ 2 - To What End
- ☐ 3 - To/By Purpose Statement
- ☐ 4 - Name It To Tame It
- ☐ 5 - Matching Matters
- ☐ 6 - Solution Laps




Passion Project

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30



Project Management  
HAPPY HOUR  
PMHappyHour.com  
Honest Discussion - Real life issues.  
CHILLED OUT, OR ON THE ROCKS

## Alignment

“A 12-Pack of Alignment Hacks with Tim Creasey – Part 2” (56:29)




Six Pack #2

- ☐ 7 - Marathon Measures
- ☐ 8 - Context and Contrast
- ☐ 9 - Zoom
- ☐ 10 - Top of Mind Not Top Priority
- ☐ 11 - Progress Over Perfection
- ☐ 12 - Time and Place

Passion Project

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31



**Change Leadership:**  
Deciding where to go and how to get there

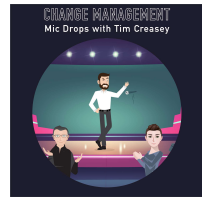
**Project Management:**  
Building what we need to get there

**Change Management:**  
Ensuring our people get there, too

32

## Project Management

### “Change Management Mic Drops with Tim Creasey” (1:10:41)



- Fun intro discussion
- 5 Tenets of Change Management
- Plain Language Questions
- Fun Quote
- Connections
- Toast: may you always see the challenges of change ahead of you as unlockable, so that you may find the answers you already have within

A+ CM 101

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33

33

## Project Management

### “A Deep Dive into Change & Project Management” (1:22:04)




- Definition of change management
- Failure modes of CM
- Roles in managing change
- How people dependent are the project results and outcomes
- Defining both project challenges and adoption challenges
- $D \times V \times F > R$  (Gleicher's formula)

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34


34



pm-podcast.com

## Project Management

### “Project Management and Change Management” (59:52)




PROJECT MANAGEMENT IS CHANGE MANAGEMENT  
with Cornelius Fichtner & Tim Creasey

- Definition
- Intent
- Focus
- Scaling Factors
- Process
- Tools
- Success Measurement
- The Practitioners and Change Management Certification

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35



PROJECT MANAGEMENT OFFICE HOURS  
THE HUMANITY & REALITY OF PROJECT MANAGEMENT  
WITH JOE PIZEL, PMO JOCKEY

## Project Management

### “Understanding Change Management with Tim Creasey” (58:13)



Spreaker  
Joe Pizel  
E86 Understanding Change Management with Tim Creasey

- Complimentary disciplines; Common objective
- "PM prepares the solution for the organization; CM prepares the organization for the solution."

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36



## Project Management

Part 1 - Unified Value Proposition (27:08)

Part 2 – ADKAR (22:50)



- ☐ Part 1 – Unified Value Proposition
- ☐ Two sides of the change coin
- ☐ Entrepreneurship and the UVP
- ☐ Part 2 – ADKAR
- ☐ Building blocks of successful individual change journeys

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37

37

## Change

Ep1- Engaging Leaders During Change (31:05)

- ☐ Importance and role of sponsors
- ☐ Activating senior leaders
- ☐ To sponsor vs. Your sponsor
- ☐ Make it real for them

Ep2- Measuring Success (30:16)

- ☐ Elevating Change Success
- ☐ Defining the value of CM
- ☐ Getting on the same page
- ☐ What is the finish line?





Advanced CM

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38

38

## Change





- Part 1- Change Ecosystems (29:14)
  - Multi-faceted issues and opportunities require multi-faceted solutions as well as multi-lingual change leaders
- Part 2- CM and Agile (TBD)
  - Iterative and Adaptive Adoption Enablement
- Part 3 - So, you thought you knew Prosci?!? (TBD)
  - More than ADKAR and Certs
- Part 4 - What is our finish line? (TBD)
  - More productive AND more humane

Advanced CM

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39

## Change



### "5 Steps to Overcome Your Change Barriers" (45:29)

- Pandemic Fueled Change
- ADKAR
- Awareness
- Desires
- Knowledge
- Ability
- Reinforcement

A+ ADKAR

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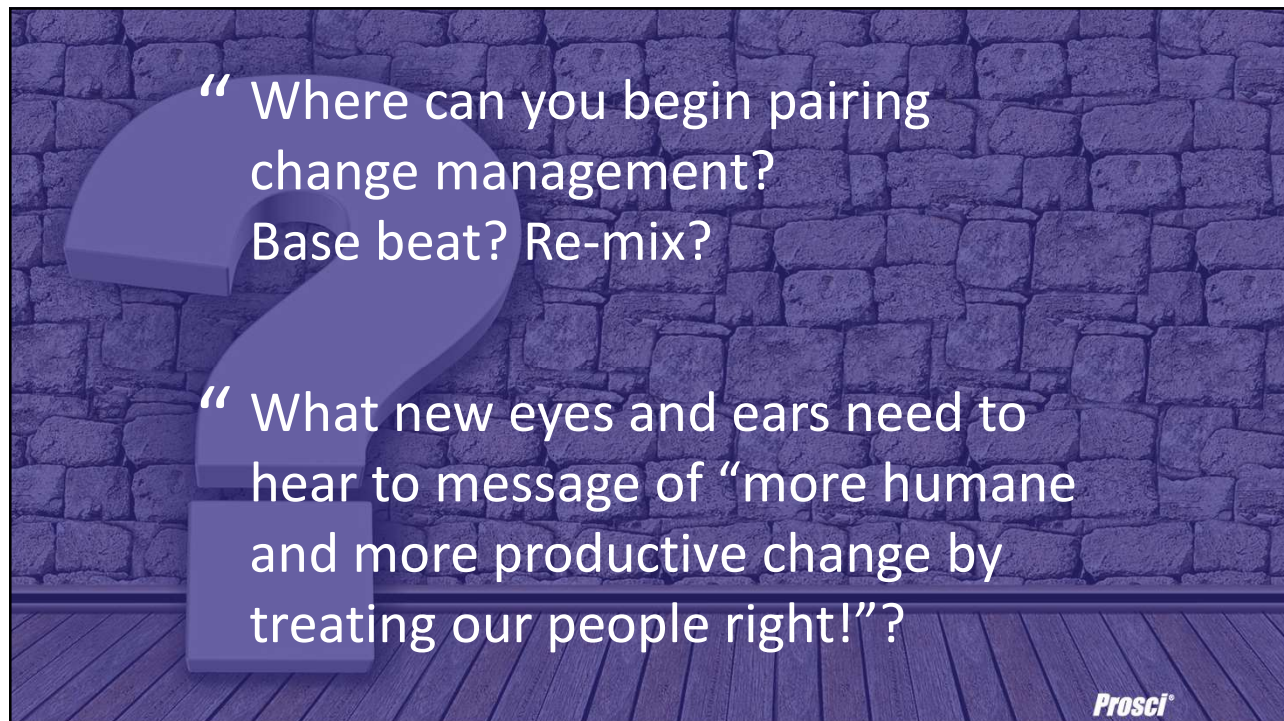
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42

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