

# Three BENEFITS to be a Prosci Certified Change Management Practitioner

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## Pollev Registration Guide

Go to <https://pollev.com/adkarchange>

**Step 1:** Type <https://pollev.com/adkarchange> into your web browser.

**Step 2:** You will see the Welcome screen. Enter your preferred first name as your display name and select 'continue'.

Type your name here: ➡  
Then select 'continue' ➡

Welcome to adkarchange's presentation!

**Introduce yourself**  
Enter the screen name you would like to appear alongside your responses.

Name

Using a screen name allows the presenter and other participants to attach your screen name to your responses. You can change your screen name at any time.

You should now see the screen image below and you are ready to participate in the first Pollev activities.

**Themes from - What brought you here?**  
You can respond 10 times

Joanne is awesome

No responses submitted yet.

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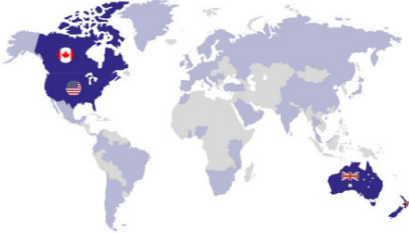
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### Fast Facts

Founded: In 1994  
Global Headquarters: Fort Collins, Colorado  
Regional Offices: Halifax, Canada  
Sydney, Australia

### Global Presence

Prosci provides solutions to clients in over 70 countries through a direct presence in the U.S., Canada, Australia and New Zealand and an active, integrated global partner network.



### At A Glance

20+	10
years of change management research	longitudinal studies
75,000+	80%
change practitioners certified	of Fortune 100 companies partner with Prosci
25+	8
certified partners globally	languages for Prosci solutions

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## Three BENEFITS to be a Prosci Certified Change Management Practitioner

3-day learning experience to gain the knowledge, skills and tools to drive successful change on your project	Access to a comprehensive toolkit and practitioner resources	Prosci Global Change Community and further development
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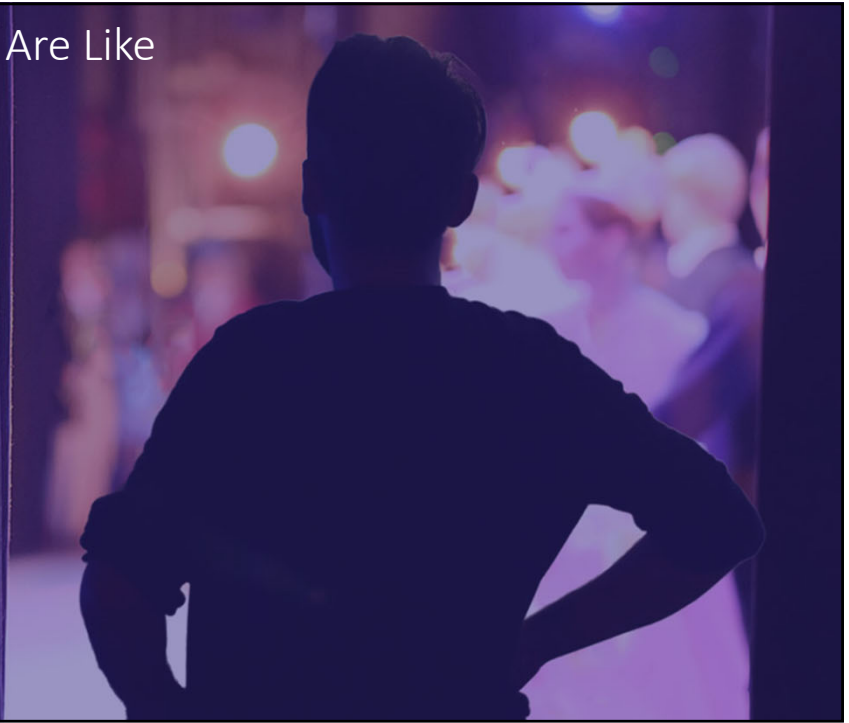
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Change Practitioners Are Like  
the Director of a Play



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## Agenda

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The 3-day certification program

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Practitioner eToolkit

3

Prosci Community

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# Three BENEFITS to be a Prosci Certified Change Management Practitioner

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## Program Objectives

### You will:



#### Define

Change  
management



#### Understand

The value of  
change  
management



#### Apply

The Prosci  
ADKAR® Model to  
facilitate  
individual change



#### Apply

The Prosci  
Change  
Management  
Methodology



#### Create

A change plan  
that addresses  
your unique  
project challenges

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## Prosci's Change Management Certification Program

Agenda	Course Materials
<p><b>Day 1:</b></p> <ul style="list-style-type: none"><li>• Why change management?</li><li>• The ROI of effective change management</li><li>• The Prosci ADKAR Model</li><li>• Seven concepts of change</li><li>• Preparing for change: assessing change readiness</li></ul> <p><b>Day 2:</b></p> <ul style="list-style-type: none"><li>• Preparing for change: building team structure and assessing sponsorship</li><li>• Managing change: creating customized communication and sponsorship plans</li><li>• Executive project plan presentations</li></ul> <p><b>Day 3:</b></p> <ul style="list-style-type: none"><li>• Managing change: creating coaching, training and resistance management plans</li><li>• Reinforcing change</li><li>• Exam and graduation</li></ul>	<ul style="list-style-type: none"><li>• Program workbook, assessments and handouts</li><li>• <i>Best Practices in Change Management</i></li><li>• <i>Employee's Survival Guide to Change</i></li><li>• <i>Change Management: The People Side of Change</i></li><li>• <i>ADKAR: A Model for Change</i></li><li>• One-year subscriptions to the Prosci Practitioner eToolkit and All-Access Portal</li></ul> 

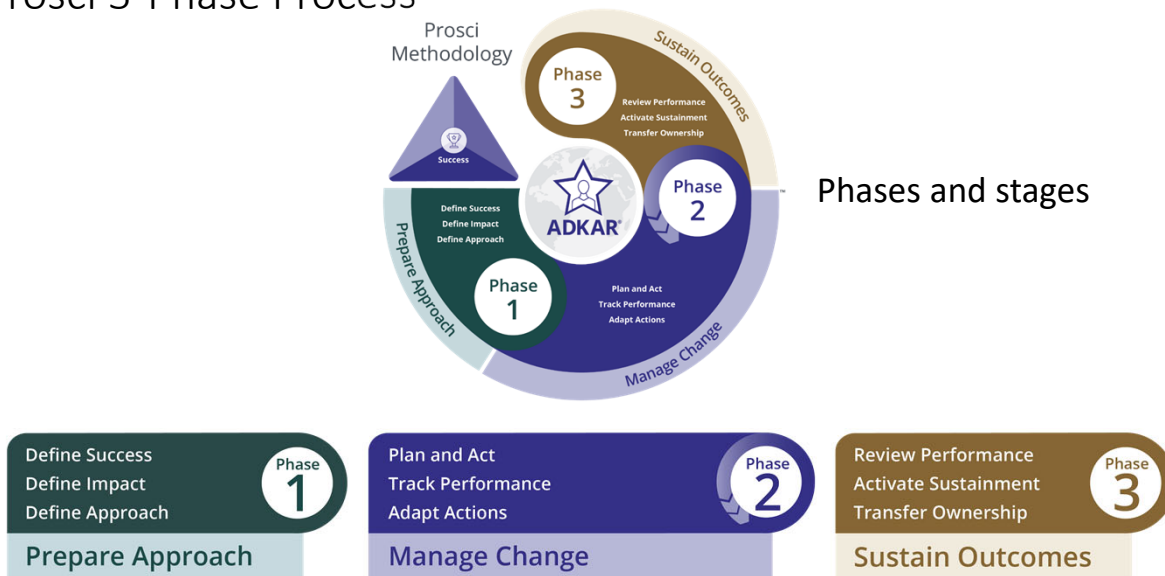
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## Prosci 3-Phase Process



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## The Five Building Blocks for Successful Change



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- A** Awareness
- D** Desire
- K** Knowledge
- A** Ability
- R** Reinforcement®

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## Your Project - Change Strategy Presentation

- During this 3-day session, you'll apply Prosci's methodology and ADKAR Model to one of your active projects. In addition to learning Prosci's best-practices approach to change management

Audience	Ask
1. Sponsors	Change management buy-in and commitment
2. Project Team	Agreement on approach and ask to integrate change management into project plan
3. Sponsor, Project Team, Steering Committee	Status report and next steps
4. Sponsor, Manager, Sponsor Coalition, Change Agent Network	Role description and activation
5. Your Manager, Classmates	Capture your certification learnings

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Who are the actors  
in your play?



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## Core Roles Required to Achieve Change Success



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## Core Roles in Change Management

Employee-Facing Roles		Enabling Roles	
<p><b>Sponsor</b></p>  <ul style="list-style-type: none"> <li>• Authorise the change</li> <li>• Fulfill three key roles: (ABCs) <ul style="list-style-type: none"> <li>• Actively and visibly participate throughout the project</li> <li>• Build a coalition of sponsorship with peers and managers</li> <li>• Communicate directly with employees</li> </ul> </li> </ul> <p><b>People Manager</b></p>  <ul style="list-style-type: none"> <li>• Support their direct reports in their change journeys</li> <li>• Fulfill five key roles: (CLARC) <ul style="list-style-type: none"> <li>• Communicator</li> <li>• Liaison</li> <li>• Advocate</li> <li>• Resistance Manager</li> <li>• Coach</li> </ul> </li> </ul>		<p><b>Change Practitioner</b></p>  <ul style="list-style-type: none"> <li>• Apply structure and intent to change</li> <li>• Enable and equip other change roles</li> <li>• Collaborate on a unified approach with the project manager</li> </ul> <p><b>Project Manager</b></p>  <ul style="list-style-type: none"> <li>• Design, develop and deliver the technical solution with employee adoption and usage in mind from the beginning</li> <li>• Collaborate on a unified approach with the change practitioner</li> </ul>	

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## Agenda

- 1 The 3-day certification program
- 2 Practitioner eToolkit
- 3 Prosci Community

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## eToolkit and All Access Portal Tools



### Course Materials (included)

Book your program to gain access to industry-leading course materials and online tools.

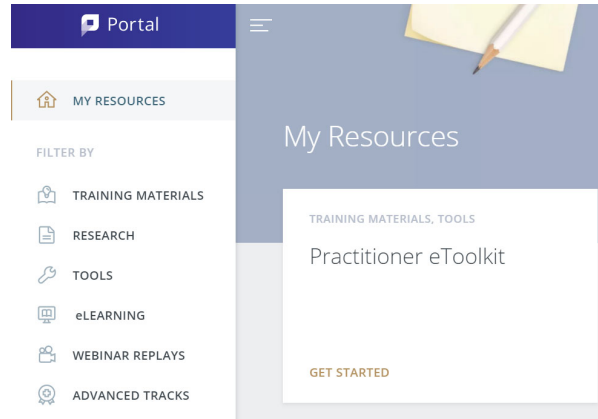
Program workbook and assessments

Hard-copy books:

- *Best Practices in Change Management*
- *Employee's Survival Guide to Change*
- *Change Management: The People Side of Change*
- *ADKAR: A Model for Change in Business, Government and our Community*

Online Tools:

- **One-year subscription** to the All Access Portal tools ⓘ
- **One-year subscription** to the Practitioner eToolkit for change managers ⓘ



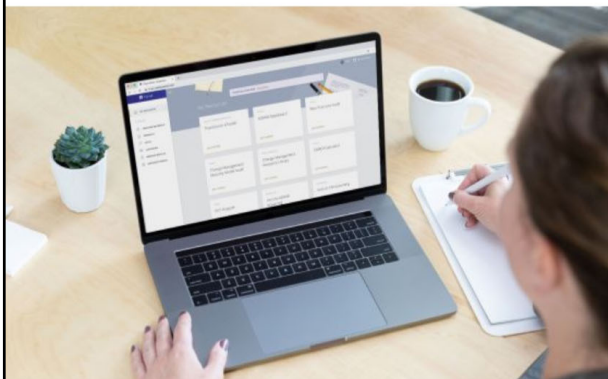
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## eToolkit and All Access Portal Tools



### ONLINE TOOL

## All Access Portal Subscription

• **\$2000 Annual** ← Value

Gain full access to the most advanced change management tools and resources in the discipline. Whether you're making the case for change management, applying change management on a project, or measuring change management effectiveness, the Prosci Portal provides tools to support your work at every phase of the change process.

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### Cloud-Based Tools

- ADKAR Dashboard
- CMROI Calculator
- Change Management Research Library
- Best Practices Audit
- ECM Roadmap
- Maturity Model Audit
- PCT Analyzer
- Practitioner eToolkit

### Maturity Model Capability Area Results

	Level 2.5	Level 3.1	Level 2.9	Level 2.7	Level 2.2
Level 5					
Level 4					
Level 3					
Level 2					
Level 1					
	Capability Area 1 Leadership	Capability Area 2 Application	Capability Area 3 Competencies	Capability Area 4 Standardization	Capability Area 5 Socialization

### Overall Group ADKAR Results

Includes only completed tracked survey results.

	A	D	K	A	R
Barrier Points:	3	3	0	0	0
	43%	43%	0%	0%	0%

### PM CM L/S

L/S 22  
PM 22  
CM 17

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## ANZ LinkedIn Practitioner Group



Prosci Change Management Users Group  
Australia and New Zealand  
Over 2,700 members



Prosci Change Management Users Group  
Over 15,300 members

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OVERVIEW ARTICLES WEBINARS DOWNLOADS SUCCESS STORIES PROSCI BLOG

### Next Premium Webinar



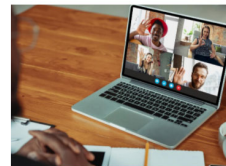
Presenter:  
Tim Creasey

CHANGE MANAGEMENT PLANNING & EXECUTION

#### How to Virtualize the Practice of Change Management in a Reimagined Workplace

SEP. 15 AT 9:00 P.M. OR SEPT. 16 AT 11:00 A.M. (US EASTERN TIME, UTC-4)

Organizations are working to build and understand their new hybrid workplaces, as a significant amount of work may remain off-premises for some time. In this Premium Webinar, we will come together as a change community to explore, co-create, and unpack how to adapt and adjust change management in a virtual world. Registration is \$250 and includes Change Impact Canvas and ADKAR Canvas templates, the co-created session outputs, new research, and replay access for one year.



ENGAGING ORGANIZATIONAL ROLES,  
ACHIEVING PROJECT RESULTS

#### How to Succeed as a Virtual Sponsor of Change Today



ENGAGING ORGANIZATIONAL ROLES,  
BUILDING ENTERPRISE CAPABILITY

#### Time, Effort and Success With Organizational Change

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### Receive Your Prosci Badge

Celebrate your certification by sharing your digital credential badge in your email signature, on your resume, and on social media platforms.




### Join Our Dynamic Community of Practice

Collaborate with other practitioners in weekly calls to reinforce your learning and elevate your approach.




### Have Support Available

Prosci is here for you as you move forward on your practitioner journey.



### Leverage Exclusive, Industry-Leading Tools

Receive one-year subscriptions to All-Access Portal and Practitioner eToolkit.

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## Taking the Next Step

	Today Level	1-Year Goal	Action Steps	Notes:
Position the value of change management				
Engage and coach sponsors with credibility and mastery				
Navigate the human dynamics of change				
Articulate change impacts, stakeholders, scope				
Apply change management methodology				
Establish change success measures, metrics, monitoring				
Consulting competencies				
Complementary discipline competencies				


### As an individual

- Focus your own development
- Connect with Prosci
- Complete your certification
- Stay tuned!

### For your organisation

Email "Practitioner Competency Support Request" to [solutions@prosci.com](mailto:solutions@prosci.com)

if you are exploring professional development and performance management for your change practitioners and could use the foundation of the competency model and direction and advising from Prosci expert.

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Q&A



Joanne Rinaldi

What questions do you have?



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Your global partner for change success

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