



# **MARG: PROSCI CHANGE MANAGEMENT CERTIFICATION PROGRAM**

*Duration: 3 days*

**OVERVIEW:** Prosci's Change Management Certification Program gives you the knowledge, skills and tools to drive successful change initiatives. This three-day experiential learning program teaches you to apply a holistic change management methodology and toolset, including the Prosci ADKAR Model, to a real project. You will leave with a change management plan that leverages research-based best practices to effectively manage change and enhance project results.

## **Participant Profile**

The Prosci Change Management Certification Program is ideal for anyone responsible for driving change. Participants are frequently in these roles:

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

## **Learning Objectives**

By completing the Prosci Change Management Certification you will:

- Understand how effective change management improves organizational results
- Learn to apply a research-based change management methodology and toolset
- Understand the fundamentals of change and change management
- Articulate the value of change management to your peers and leaders
- Learn how to apply the **Prosci ADKAR Model** to facilitate individual change
- Apply the Prosci 3-Phase Process to a real project, enabling you to:
  - Assess readiness
  - Identify impacted groups
  - Build a holistic strategy for influencing individual transitions
- Walk away with a change management plan and an executive presentation on the business case for change management
- Gain certification in the Prosci change management methodology and access to the Prosci change management methodology and tools

## **Program Agenda**

### **Day 1:**

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

### **Day 2:**

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

### **Day 3:**

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

## **Course Materials**

- Program workbook and assessments
- 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
- A one-year subscription to the Prosci Practitioner eToolkit for change managers