



# Prosci's Change Management Certification Program

*A certification program for project teams and Change Management professionals.*

*Presented by*



Earn 24 PDU's



Earn 20 CPD Points

Studies show that 70% of organisational changes fail or have major challenges. And a major cause of failure is resistance to change.

Prosci's Change Management Certification Program is an intensive three-day program that gives you the skills and processes required to successfully lead change and pro-actively manage the people issues before problems arise.

It teaches the internationally acclaimed, best practice Prosci Change Management Process, based on 11 years of research with over 2,000 participants in 65 countries:

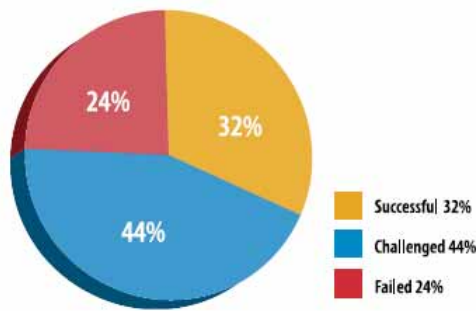
- Learn and apply a structured process and toolkit that is easy to use and customise for any size or type of change
- Overcome resistance to change without destroying buy-in
- Identify critical leadership roles and behaviours
- Integrate change management with project management
- Exchange learning with peers from other organisations

## **Fast Track Your Workplace Implementation**

Participants bring their own change project to the program, prepare a Change Management plan and present it to a team of executives for review.

"The day when you could yell and scream and beat people into good performance is over. Today you have to appeal to them by helping them see how they can get from here to there, by establishing some credibility and giving them some reason and help to get there. Do all these things and they'll knock down doors." Lawrence Bossidy, former CEO, AlliedSignal.

# The Challenge of Change



Source: The Standish Group, 2009

Did you know that successful organisational change projects are still in the minority? A new study of 10,000 projects worldwide, found the success rate of change was only 32%.

The results of failed change include: loss of market opportunities, financial impacts and increased resistance. These can make change more difficult next time.

Organisations use project management to manage the technical side of change.

**But the right technical solution is not enough.**

The people side of change needs to be managed – to win hearts and minds, overcome resistance and create the leadership behaviours needed for successful implementation.

Like project management, a structured, disciplined approach to change management is more effective than ad hoc approaches – and enables organisations to develop a corporate capability in change and competitive advantage.

## How Change Management Increases Benefit Realisation

- Increased speed of adoption
- Increased utilisation rate of new systems and processes
- Increased ability of employees to operate successfully in the new environment

(Source: Prosci Research)



**70% of changes end up here  
– don't let yours be one of them.**

## BUILD YOUR CHANGE MANAGEMENT SKILLS

Prosci's Change Management Certification Program delivers the critical skills and processes that change managers and project teams need to increase the benefit realisation of change, by pro-actively managing the people issues and avoiding common mistakes.

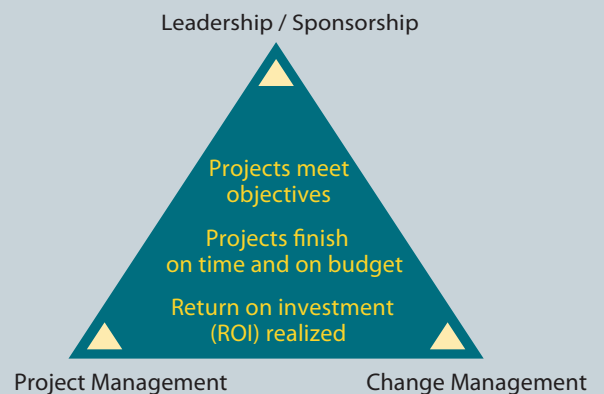
It teaches the internationally acclaimed, best practice Prosci Change Management Process and Toolkit, based on 11 years of research with over 2,000 participants in over 65 countries. The Prosci process and toolkit are easy to use and customise for any type and size of change, from incremental to radical.

This intensive three-day residential program uses an action-learning format that enables participants to immediately apply the processes and tools to their own change project and prepare a Change Management Plan, which they present to a team of executives for review. This fast tracks implementation at the workplace.

Gain additional benefits by sending a team from your project or organisation. By learning and working together, they will prepare a Change Management Plan that has the input and buy-in needed for fast, effective implementation.

**Join the thousands of leaders worldwide who are successfully implementing change using the international best practice Prosci Change Management Process.**

## PROSCI PROJECT CHANGE TRIANGLE



## WHO SHOULD ATTEND?

- Project Managers, Program Managers and project teams;
- Change Managers;
- Communications Professionals;
- IT Specialists;
- Human Resources/L&D/OD Professionals

"The benefit for me was the simplicity of the Prosci framework and the power of its application. The associated tools enabled immediate practical and effective application of the learning and the model. I also valued the opportunity to bring all my knowledge together into the ADKAR framework." Change Manager, Westpac Banking Corporation.

## PROGRAM OVERVIEW

### Best Practices in Change Management

Learn the key principles for managing change:

- Research evidence on the ROI of change management
- Benchmarking Best Practices in change management
- Core concepts of the psychology of change
- The individual process of change: Prosci's ADKAR® model

### Change Management Process

Implement a complete change management process based on international best practices:

- Prosci's Change Management Process
- Building organisational change capabilities
- Integrating project management and change management

### Preparing for Change

Up-to-date assessment tools to prepare a change management plan:

- Define your Change Management Plan
- Prepare your Change Management team
- Develop your Sponsorship Plan

### Managing Change

Apply templates, guidelines and checklists to create a complete change management plan:

- Communications Plan
- Sponsorship Roadmap
- Coaching Plan
- Resistance Management Plan
- Training Plan

### Reinforcing Change

Celebrate success, overcome resistance and reinforce change:

- Collect and analyse post-implementation feedback
- Manage resistance
- Implement corrective action
- Learn from experience
- Celebrate success

## THE PROSCI CHANGE MANAGEMENT PROCESS

### Phase 1 – Preparing for change

Define your change management strategy

Prepare your change management team

Develop your sponsorship model



### Phase 2 – Managing change

Develop change management plans

Take action and implement plans



### Phase 3 – Reinforcing change

Collect and analyze feedback

Diagnose gaps and manage resistance

Implement corrective actions and celebrate successes

**For more information on Prosci visit:**

[www.change-management.com](http://www.change-management.com)

**Also available as an in-house program — contact us to find out more**

# The ADKAR<sup>®</sup> Model

**A**wareness  
**D**esire  
**K**nowledge  
**A**bility  
**R**einforcement

Learn how to use the popular individual change model developed by Prosci.



## ABOUT BEING HUMAN

Founded in 1993, Being Human's mission is to develop managers and specialists to become outstanding leaders of change.

Being Human is the Primary Affiliate for Prosci in Australia and is licensed to deliver Prosci's complete suite of Change Management training programs for Executives / Sponsors, Managers, Employees and Change Practitioners.

Together we choose the best solution to reach your goals, rather than taking a one size-fits-all approach. We provide Executive Coaching, Facilitation, Training and Consulting Services, using practical, proven methodologies, drawn from research and best practice, not quick fixes and fads.

We partner with private and public sectors organisations across a range of industries to develop their capability in:

- **Change Management**
- **Leadership Development**
- **Team Effectiveness**

### Our commitment to your professional development

- Join our Change Community. Benefits include networking events, seminars and monthly newsletter
- Free 1 hour Change Management Webinars, in association with Prosci and the Change Management Learning Centre
- Free downloadable resources
- Prosci's full range of Change Management toolkits, books and reports on our on-line Bookstore

Visit our website [www.beinghuman.com.au](http://www.beinghuman.com.au)

"Prosci/ADKAR is the best methodology we have found (after an exhaustive search) and to have the team trained is invaluable. The program was very good, positive, fun and interesting."  
Project Manager, Public Sector Law Enforcement Agency.

## PROGRAM PRESENTERS



### Catherine Smithson

Managing Director of Being Human has 16 years experience in change management as a manager, consultant and university teacher. She holds a Masters of Business Administration, a Bachelor of Arts and a Master of Arts and a Diploma in Education. She is a Prosci Certified Instructor.



### Vicky Emery

Senior Consultant with Being Human is an experienced practitioner in change management, leadership and organisational development. In her 20-year career, she has successfully worked with leading organisations in professional services, banking and finance, telecommunications, pharmaceutical, retail and insurance. She has qualifications in Education, Somatic Psychotherapy, Adult Education and is a Prosci Certified Instructor.

## PROGRAM FEES AND REGISTRATION

For upcoming program dates, fees, venues, and easy, secure on-line registration and payment please refer to the enclosed sheet or visit [www.beinghuman.com.au](http://www.beinghuman.com.au)

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Also available as an in-house program — contact us to find out more