

Prosci[®] Licensing

Prosci licensing enables executives and change managers to bring Prosci's tools and methodology in-house, then customize and deploy them to build change management competency and navigate change successfully.



THE EMERGENCE OF LICENSING IN THE PROSCI CHANGE MANAGEMENT PORTFOLIO

IN THE LAST DECADE, PROSCI HAS EMERGED AS THE WORLD LEADER IN benchmarking research and change management tools. Prosci's tools and methodology—based on best practices research with over 1600 organizations—are used by more than half of Fortune 500 companies. The Prosci methodology has become one of the most widely used approaches to managing the people side of change in business and government.

WHY LICENSE WITH PROSCI

- DELIVER YOUR OWN TRAINING
- CUSTOMIZE TO WORK WITH YOUR INTERNAL PROCESSES
- LOWER COST OF DELIVERY



CUSTOMIZED CHANGE MANAGEMENT

GIVEN YOUR KNOWLEDGE OF YOUR ORGANIZATION'S CULTURE, VALUES and business model, you know that one size doesn't fit all when it comes to change management—an international health care company, a bank and a manufacturing plant face very different challenges.

All of these organization types, however, share the need to address the complexity of how change impacts people. Failed change initiatives almost always result from poor management of the human component.

Prosci offers a holistic solution to this multifaceted challenge:

- Prosci's models and tools simplify the people side of change, providing you with the essential tools for managing change across your organization, from C-level executives to front-line employees.
- Prosci licensing gives you the flexibility to tailor Prosci's materials and methods to fit your particular business model and culture, optimizing acceptance and value.
- Prosci licensing enables you to co-brand materials to match your identity, thereby reinforcing process ownership and increasing internal acceptance.

WHY PROSCI

PROSCI'S METHODOLOGY IS

- RESEARCH-BASED
- HOLISTIC
- EASY-TO-USE

Fundamentally, Prosci is a research organization, developing its change management framework from more than a decade of research and analysis with hundreds of organizations. Prosci has learned what works, on both the individual and organizational levels, from the best of the best. Consequently, Prosci's methodology is thorough, easy to learn, easy to teach, action oriented and rapidly deployed.

And now, with Prosci licensing, you can have the resources, flexibility and autonomy to customize our change management tools to your organizational culture and long-range strategy.

GROWING A CHANGE-READY ENTERPRISE: PREPARED, ADAPTABLE, RESILIENT

PROSCI LICENSING EMPOWERS YOU TO REAP ENTERPRISE BENEFITS AS you align your change management approach to your organizational culture and strategic business objectives.

BUILDING ORGANIZATIONAL CHANGE MANAGEMENT COMPETENCY

Change management is more than a methodology for execution of a specific initiative; it enables organizations to be flexible, change ready and responsive to the market. Through licensing, you can integrate Prosci's proven change management methodology with your project management processes and overall business strategy.

When business leaders, from supervisors to senior executives, achieve unified change management competency, they can take an enterprise perspective on change:

- Capitalizing on market shifts with faster response times, yielding increased competitiveness and profitability.
- Seeing cumulative change management benefits across multiple projects and effectively managing your portfolio of change initiatives.
- Removing change saturation and increasing overall change capacity.

GET READY FOR CHANGE

- Translate materials
- Standardize language and terminology
- Post tools on your intranet

LEADING CHANGE

Prosci licensing authorizes you to teach Prosci's methodology internally and gives you the tools to create a unified implementation plan. With Prosci licensing you can:

- Enable train-the-trainer for your training department.
- Lower cost of delivery for training programs.
- Deploy the popular ADKAR model in your organization.
- Cultivate change management as an individual competency and core skill set.

CREATING A CHANGE-READY CULTURE

Building a common change management approach, language and toolset helps standardize institutional change management and reinforces a cultural shift towards embracing change. Prosci licensing helps you integrate simple, proven, results-oriented change management tools into your organization:

- Translate Prosci's materials into your internal organizational language and adapt materials for different organizational levels.
- Standardize change management, building consistency and quality.
- Host change management tools on your intranet, providing easy access and reinforcing internal ownership of change processes and resources.

EQUIPPING CHANGE MANAGERS FOR SUCCESSFUL CHANGE DEPLOYMENT

PROSCI LICENSING GIVES YOU THE RESOURCES TO KEEP EVERYONE well equipped and synchronized throughout change planning and execution.

THE TOOLS OF CHANGE

The Prosci licensing package gives you the tools you need to simplify change planning and deployment.

- Outlines and plans
- Templates
- Assessment instruments
- Presentations
- Best practices data
- ADKAR tools and assessments

In addition, you will receive:

- Rights to reproduce and distribute Prosci's training materials.
- Rights to publish and utilize Prosci Change Management tools online.

CUSTOMIZATION AND STANDARDIZATION

Optimize and unify in-house initiatives by making Prosci's tools your own:

- Customize language and content for different internal audiences.
- Provide organization-wide access to Prosci Change Management tools online or via your intranet.
- Integrate Prosci Change Management with existing tools and processes and co-brand materials to preserve the internal perception of process ownership.

MANAGING CHANGE WITHIN BUDGET AND GEOGRAPHIC CONSTRAINTS

Budget

If your company values a comprehensive, unified approach to change management but has budget constraints, Prosci's train-the-trainer program enables you to train your key change managers and equip them with all the resources they need.

We give you the tools; you put them to work for your organization.

Dispersed organizations

Travel can become an obstacle to change management training and implementation for geographically-scattered organizations. Through the Pilot Professional online toolkit, remote offices can easily access Prosci's complete web-based change management tools, including templates, plans, assessments, guidelines and other resources.

ADDITIONAL ADVANTAGES

- Integrate change management and project management
- Reproduce materials internally



LICENSING OPTIONS

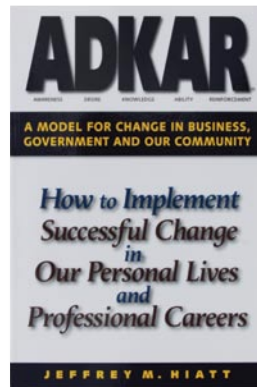
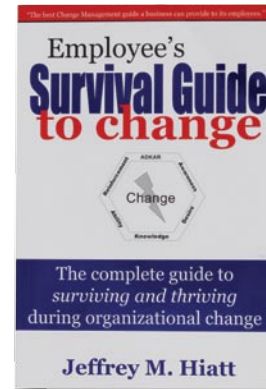
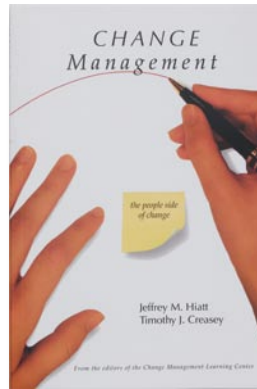
PROSCI LICENSING GIVES YOU THE HOLISTIC, RESULTS-ORIENTED change management tools and resources you need, along with the ability to present Prosci's methodology-based training programs internally. It also gives you permission to duplicate and distribute Prosci's training materials as needed. Most importantly, it gives you both a proven, systematic change management framework and the flexibility and autonomy to customize Prosci's materials based on your knowledge of your organization. To suit different organizational needs, Prosci offers several licensing options.

#1 COMPLETE SITE LICENSE

The Complete Site License provides you with everything you need to deploy holistic, comprehensive, unified change management:

- **Change Management Toolkit.** Designed for project teams and change practitioners, this toolkit equips, outlines and supports development and deployment of effective change management plans.
- **Change Management Pilot Professional.** Providing online access to our Change Management Toolkit, the Change Management Pilot Professional includes downloadable templates, plans, assessments and other resources.
- **Change Management Training Programs.** With a complete site license, you are granted the right to reproduce our Manager's Change Management Primer, Executive Sponsor course material and 3-day Certification program materials.
- **Change Management Guide for Managers Toolkit.** Licensing gives you access to the most comprehensive guide to change available for managers and supervisors.
- **Best Practices Report.** This one-of-a-kind report uses real-world research to help you optimize your change management approach to achieve business results on change projects.
- **ADKAR Model.** Designed to help diagnose barriers and resistance to change among employees, ADKAR is Prosci's model for managing change one person at a time.

- **Books.** In addition to the courses, research and tools, the complete license also gives you access, either electronically or in hard copy (at cost), to the following books:



#2 PILOT PROFESSIONAL SITE LICENSE

This license provides managers and project teams with access to Prosci's popular Change Management Toolkit as a fully web-based delivery, complete with downloadable templates, assessments, guidelines, eLearning modules and other resources. The Pilot Professional Site License does not allow for the development of training material or the reproduction or distribution of content. This license is intended to allow practitioners to have access to the tools electronically. See Complete Site License for more capabilities.

PROSCI'S TEMPLATES

- Communication plans
- Presentations
- Sponsor roadmaps
- Training plans
- Coaching plans
- Resistance management plans
- Assessments
- Data analysis tools

#3 MANAGERS SITE LICENSE

The Managers Site License provides access to the ADKAR model and associated coaching tools and content to train managers and supervisors in your organization. This license includes the 1-day training program for managers and supervisors and the Change Management Guide for Managers Toolkit.

THE ADKAR® MODEL



TO GET YOUR LICENSE FOR CHANGE, CONTACT PROSCI:

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