



REAL WORLD CHANGE MANAGEMENT

Stuff that works

Change Management Workshop

Real World Change Management is a Qualified Education Provider™ of the Association of Change Management Professionals®.

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Overview

This five-day workshop is based on practical Change Management experience and techniques proven in the Fortune 500 global marketplace over a span of 25 years. Project Management professionals, Change Management practitioners, and Executives leading change initiatives will find the workshop particularly valuable. This workshop can be customized to the particular needs and business objectives of any organization.

Key Benefits

Understanding and being able to apply Change Management principles and techniques gives your organization a significant competitive advantage over organizations that do not have this capability, while significantly increasing your chances of project success.

Developing Change Management competency within your organization:

- Helps you Understand the critical role of Change Management in project success
- Enables you to plan, control and adjust the change process in a more timely manner
- Creates a stronger working relationship among all levels of management, staff, and stakeholders
- Helps you guide the workforce through the performance dip and recover faster
- Provides the information you need for hiring and managing consultants more cost-effectively and producing the results you need
- Helps create a culture of accountability across the organization Adds significant value to the organization while helping participants advance their own careers

Change Management Overview

Defines Change Management and its critical role in ensuring project success when changes in human behavior are required. Demonstrates why focusing on the personal / emotional aspects of change is even more important than the organizational aspects.

Program Content

Change Leadership

Emphasizes the essential role of leaders in change project success through active and visible sponsorship. Demonstrates the importance of emotional intelligence, understanding leadership personalities and styles, determining the support the leaders require, helping them avoid common mistakes made by leaders, coaching them through the change process, and helping them help the workforce through the performance dip. Explains how leadership styles and messages affect the emotional reactions of stakeholders, why stakeholder emotions constitute a Zero Sum game, and why only the leaders can initiate and sustain change.

Change Assessment

Demonstrates how assessment provides the foundation for all the change planning that takes place throughout the change process, and why it is key to a successful change implementation. Identifies the people who need to be involved in the assessment process. Determines how a proposed change will impact an organization and its people, how to create an approach to achieve the change vision, and how to build a business case for the change. Elements include translating the change into its key phases; conducting stakeholder, process, and risk analyses; conducting a gap analysis and identifying barriers to performance; measurement tools for each phase of the change effort.

Program Content

Change Planning

Demonstrates how to use the information gathered during Assessment to develop a high-level strategic change plan encompassing the necessary elements for project success. Shows how to break the elements of change into objectives and activities; map out the necessary activities phase by phase; create a tactical change plan and review it with leaders and stakeholders; and integrate the change activities into the project plan prior to implementation. Explains the importance of setting up a continuous feedback loop with stakeholders to ensure that plans can be modified as necessary.

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Communication and Engagement

Explains principles and tactics of successful engagement sessions. Shows how to create an overall Communication and Engagement plan designed for targeted and timely delivery of messages and collection and integration of stakeholder feedback into the planning process.



Implementing and Sustaining the Change

Understanding the details of the change as new processes and technologies are introduced into the organization. Translating change activities into individual roles and responsibilities. Ensuring that key messages continue to be delivered on the appropriate timeline, and that leaders continue to provide active and visible sponsorship. Assisting the workforce in its transition through the performance dip. Ensuring that learning objectives are properly identified and Training activities are appropriately planned and measured. Validating that the change implementation plan is designed for sustainability. Preparing and executing the handoff from the project team to key operations staff in the workforce. Conducting a project review and documenting lessons learned for use in future change projects.

Instructional Format

The workshop is conducted in a lecture / breakout session format. In the breakout sessions, small teams work on specific areas of the change process or specific business problems relevant to their own areas of expertise, and then receive valuable feedback.

The balance between instruction and the breakout session case-work can be adjusted according to the needs and business objectives of the client.

Instructor

Kevin Rohan, founder of Real World Change Management, has more than 30 years of Fortune 50-level experience. He has worked with industry-leading clients, such as Chevron, DuPont Chemicals, Caterpillar, Georgia Pacific, and Nokia, to implement successful large-scale organizational change on a global scale. He holds a B.S. in Business Administration and an MBA from the University of Phoenix.



He has served on the Project Management Curriculum Committee at the University of California at Irvine. Mr. Rohan is a member of the Project Management Institute and a Founding Member of the Association of Change Management Professionals. His QED Award-winning book *Change Management in the Real World* is available on Apple iBooks.