

Leading People to Embrace Change

Course Overview

As we all know, change is seldom welcome and is often fought. Many technology projects, although planned and executed flawlessly, have nonetheless gone down in flames due to the unwillingness of the intended audience to accept the accompanying change.

This course explains specific strategies and actions that help ensure that the intended targets of change are able and willing to embrace it. Participants are led through a series of exercises, each of which contributes to an understanding of how to develop and execute a plan for organizational adoption. This includes completion of an organizational readiness assessment, development of a marketing campaign and establishment of governance structures designed to oversee and institute the change. Participants are shown how to leverage the good intent and high standards that are common in most people, and convert resistance to change into acceptance of management's plan. Learning Objectives include:

- When Organizational Adoption should be considered
- How to define the scope of change
- How to conduct stakeholder identification and analysis
- Management roles and responsibilities in an Organizational Adoption project
- Techniques useful for gaining stakeholder alignment with intended change
- Planning for Organizational Adoption
- Enrolling stakeholders in the transition
- Maintaining change in the long term

Who should attend

This course is extremely helpful to anyone responsible for the successful implementation of Organizational Change including Executive teams, Functional Managers with project responsibility, Project Management Office staff, Project Managers and Managers of Project Managers.

Prerequisites

This course assumes some experience with implementation of change. Familiarity with project management principles is helpful but not required.

Course Information

- **Course I.D. Number:** 3045
- **Duration:** 2 days
- **Participants receive:**
 - PMP®-certified instruction
 - Comprehensive Participant Guide
 - Certificate of Participation
 - High-quality templates
 - 14 PDUs (Technical: 5 Leadership: 5 Strategic: 4)
- **Typical class size:** 6 to 20 attendees
- **Delivery:** Classroom or onsite

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Course Outline

Section 1: Introduction

- Managing Organizational Change
- Reasons for change
- Resistance to change
- Defining project success
- Organizational Change Management
- Logistics and Introductions

Section 2: Overview of Organizational Change

- Reasons for change
- Benefits of change
- Barriers to organizational change
- When change is not managed well
- How not to manage change
- Useful strategies
- Five Step Approach

Section 3: Understand the Change

- Know where you are going
- Methods
- Business Case and Project Charter
- Key questions to answer
- The organizational change project

Section 4: Know the People

- Build alignment with project goals
- Change depends on people
- Management's role
- The Organizational Adoption Team
- Stakeholder analysis

- Stakeholder misalignment
- Methods for reversing opposition
- People make change happen

Section 5: Plan Organizational Change as a Project

- Key steps
- Expand stakeholder analysis
- Readiness Assessment
- The Organizational Adoption Plan
- Team Structures
- The Marketing Campaign
- Project Plan: Strategy for Change

Section 6: Lead the Transition

- Bringing about change
- Execute the marketing campaign
- Empower broad-based action
- Quick Wins
- Address core concerns
- Work with resistance to change
- Get the message across
- Implement structural changes
- Monitor and report status

Section 7: Maintain the Change

- Resolve post-implementation issues
- Strengthen organizational adoption
- Make Business Value visible
- Record Lessons Learned
- Course Summary
- Discussion and Close

Learning Approach

- A highly experienced instructor will use interactive lecture format, numerous hands-on exercises, team activities, group discussions, individual discovery and other techniques to drive home the essential points of this material
- If you have modest change management knowledge, you will find that the clarity of the material and direct presentation style of the instructor will make the subject matter easy to understand.

Licensing

Use this course to teach your students!

This course is available under license to qualified Training Providers. See: <http://www.cvr-it.com/coursewareondemand/> for details or contact us: **800.877.8129** or **info@cvr-it.com**