

# CHANGE AGENT CERTIFICATION

## CERTIFICATION IN THE MANAGED CHANGE™ PROCESS

lamarsh and associates, inc.  
consulting services for changing organizations

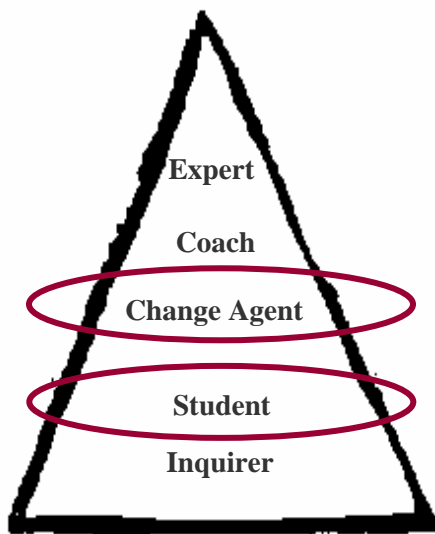


### Learning, plus Certification in a Single Package

Translating change management theory, concepts and resistance data into practical, timely, effective action plans requires a proactive, disciplined approach to managing change. Developing the skills to apply such an approach *right, the first time*, begs for expert tutelage along the way. LaMarsh & Associates is pleased to offer a single, comprehensive learning and skills development program that accomplishes both objectives.

**Change Agent Certification** is a two-phased program in which the participant learns the Managed Change™ process *and* becomes certified as a “Change Agent”. Candidates have a choice of learning venues: he/she can elect to attend a two-day **Managed Change™ Workshop Program** or complete our **e-Lesson for Change Agents**. In either program, the participants will 1) review the theory, concepts, value and challenges of managing change, 2) be introduced to the Managed Change™ process, model and toolkit and 3) begin practicing the application of Managed Change™ using the Managed Change™ Workbook as their “roadmap to success”.

After the workshop or the e-Lesson, the “Student” will receive personalized coaching from a senior LaMarsh & Associates *Consultant* to help them develop and hone their skills and competency to effectively apply Managed Change™ on-the-job. They will also participate in two skills development webinars. To complete the certification process, the participants will submit their Project Workbooks for evaluation. Participants who successfully complete this program will have gained the skills to apply Managed Change™ to complex, difficult change initiatives *and* have been certified as a “Change Agent”.



The Competency Development Triangle

### Objectives of the program– the participants will:

- Understand how potential organizational resistance can impact the success of the implementation of a change initiative.
- Study the Managed Change™ process, model and tools.
- Learn how to build a change management strategy.
- Effectively define Current States & Desired States.
- Develop competency in mapping sponsorship.
- Begin creating plans for helping the leaders of the organization become better ‘sponsors’ of the change.
- Create effective Communication, Learning and Reward/Recognition action plans for reinforcing and encouraging positive, productive behaviors and discouraging nonproductive and counter-productive behaviors during the Delta State.
- Develop action plans that will help people overcome their resistance to the change and more rapidly accept the change.
- Build the plan to monitor the results of the project to insure that the changes are sustained and leveraged.
- Demonstrate the ability to effectively apply the Managed Change™ process, model and toolkit to projects at the “Change Agent” level.

**Participants:** Change Agents responsible for implementation, executives and managers who lead change initiatives, HR and OD professionals, IT/IS professionals, Finance and Audit managers, risk managers, Project Managers and project team members as well as Black Belts and Master Black Belts.

**Prerequisites:** None

**Preparation:** None required. Suggestion: To prepare for this program at the Inquirer level, participants may choose to read the book *Master Change, Maximize Success* by Jeanenne LaMarsh & Rebecca Potts prior to entering this certification program (available at major Internet bookstores).



## CHANGE AGENT CERTIFICATION PROGRAM OUTLINE

The Change Agent Certification Program begins with a review of the dynamics and challenges of the change process. We offer two program formats that are designed to meet personal learning preferences, timing requirements, travel capabilities and business needs. The participant may launch his/her learning experience by 1) attending a traditional 2-day facilitated **Managed Change™ Workshop Program**, or 2) by successfully completing our self-directed **e-Lesson for Change Agents Program** available 7X24 via the Internet.

**Learning Programs** - Both programs deliver the following learning content:

- **Overview of the dynamics, realities and challenges of the Change Process**
- **Introduction to the Managed Change™ Process, Model and tools**
- **The Stages of Change (Defining and articulating the Current and the Desired States)**
- **The Delta: Predicting the Chaos of the Transition**
- **Collecting and analyzing the data that identifies potential or overt organizational resistance**
- **Key Stakeholders: Sponsors, Change Agents, and Targets – how to identify their issues**
- **Developing the Change Management Strategy**
- **Creating the Change Systems: Learning, Communication, Rewards**
- **Implementing & sustaining the change**

### **Certification Program**

After the learning program, participants will receive eight **Managed Change™ Field Guides** and a **Managed Change™ Project Workbook** that will become their roadmap for applying **Managed Change™** to a project at hand. During the subsequent 8-week period, two 90-minute webinars will discuss case study scenarios to reinforce the **Managed Change™** concepts and improve their skills at preparing workable plans for guiding their organizations through the change process.

And, private, personalized coaching sessions will be provided by a senior LaMarsh & Associates Consultant to help each participant develop the change management strategy and tactics for their specific project. Upon submission of the **Project Workbook**, the Consultant will evaluate the participants' work. Candidates demonstrating competency to effectively apply **Managed Change™** will be certified as **Change Agents**. This program qualifies for a minimum of 14 PDU credits from PMI.

## CHANGE AGENT CERTIFICATION LOGISTICS

### **On-Site Facilitated Programs**

**Timing:** Two-day workshop\* - per client request

**Location:** Client site + virtual webinars and coaching

**Dates:** Flexible by client request

**Cost:** \$ 2,650USD per candidate, plus travel expenses

\*Note: Minimum attendance – 6 participants per program.  
Maximum attendance - 24 participants per program

**Special Offer:** Any participant in previous **Managed Change™** Workshop or e-Lesson programs can participate in the Certification Program for \$ 1,350USD per participant.

### **2010 Open Enrollment Programs**

**Timing:** Facilitated and virtual programs as scheduled

**Workshop Location:** Chicago, Illinois

**Facilitated Programs: \$2,650USD per candidate**

February 2 & 3, 2010

August 17 & 18, 2010

May 18 & 19, 2010

November 8 & 9, 2010

**Virtual Programs: \$1,845USD per candidate**

March thru April

September thru October

June thru July

December thru January

To register for open programs, contact:

**LaMarsh & Associates**

312-464-1349

For more information, contact:

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### **WHO IS LAMARSH & ASSOCIATES?**

We are a world leader in change management consulting and learning services. We help our clients deliver the results and benefits expected from business change like that driven by technology or a merger/acquisition. Our goal is to help our clients reduce resistance and make it easier for their people to change. Through our commitment to knowledge transfer, we empower our clients to become their own internal change management resources.

We offer our clients unparalleled project consulting support, a full curriculum of learning programs, cutting-edge web-based e-learning, multi-level competency development and certification programs, our complete step-by-step consulting methodology, and change management coaching services for leaders and change agents. We invite you to join companies from around the world across a variety of industries and lines of business who already experience the value and power of the **Managed Change™** approach.