

FACILITATIONMASTER® CERTIFICATION

TEACHING THE MANAGED CHANGE™ CURRICULUM



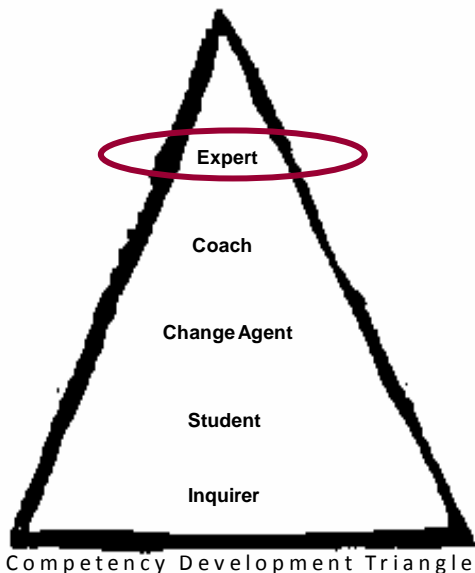
Teaching an organization to manage change...

...is always a difficult and expensive proposition for any organization. The ability to change – to adapt to rapidly shifting demands and developing technologies – is an essential ingredient for success in today's fast-paced business environment.

At the foundation of successful implementations you will find outstanding project sponsorship and a strong change management approach. Managing change is not just awareness; it is a learned skill. Successful organizations embed a strong change management competency within their organizations. Building this competency for proactively managing change begins with a commitment to learning.

Become a Certified Managed Change™ Facilitator

The FacilitationMaster® Certification Program is designed for individuals responsible for teaching and developing an internal competency in the Managed Change™ approach. Trainers will teach others within their organization how to apply the framework and tools of the Managed Change™ Model to major change initiatives, transformational changes, and day-to-day continuous improvement.



Objectives – to enable facilitators to:

- Describe the logic behind the Managed Change™ Model and the instructional design.
- Customize and deliver the coursework effectively to Change Agents, Sponsors, and the Targets of change in a range of curricula and settings.
- Integrate client-specific stories and examples into the learning content to customize the approach, framework, and tools of the Managed Change™ Model.
- Prepare and deliver a variety of change management awareness, learning and skills development programs.

Candidates: Individuals responsible for teaching others within their organization how to manage change through a series of planned learning events.

Prerequisites: The candidates must:

- ❑ Have successfully completed **Change Agent Certification**, the **Managed Change™ Workshop** or the **e-Lesson for Change Agents**.
- ❑ Be certified by LaMarsh Global as a **Master of Managed Change® - Level I and Level II**.
- ❑ Be skilled and experienced in the facilitation of interactive learning programs.
- ❑ Have experience applying Managed Change™ on at least one major change project.



FACILITATIONMASTER® CERTIFICATION OUTLINE FOR MANAGED CHANGE™

The FacilitationMaster® Certification focuses on the logic behind the instructional design, the nuances and techniques in delivering the Managed Change™ Workshop Programs and the supporting course materials to various audiences and building examples that are based on the unique experiences of the candidate. Certification follows after successful completion of Phase 2. The schedule below represents the agenda for the entire ten-day certification program. The thirteen-day program includes extensive training on developing and delivering the Leader as Sponsor of Change Program, including co-facilitation of one event.

Phase 1 (four days)	Phase 2 (four days)	Phase 3 (two days)
<p>Instructional Session</p> <ul style="list-style-type: none"> ➤ Review all iterations of the Managed Change™ Workshop and their associated materials. ➤ Provide instructional design background information including curricula, pre-work, follow-up, agenda, and objectives. ➤ Develop recommendations to tailor and customize the Workshop as required. ➤ Practice facilitation exercises and sessions. ➤ Provide feedback and evaluation on performance. ➤ Evaluate teaching and facilitation techniques. 	<p>Co-Facilitation & Coaching (four-days)</p> <p>An L&A Facilitator/Consultant will assist the candidate in developing his/her delivery skills. If workshops cannot be scheduled, “mock” events or role-plays will replace actual events. This co-facilitation and coaching support will include:</p> <ul style="list-style-type: none"> ➤ L&A Consultant co-facilitates a basic Managed Change™ Workshop with the candidate (two days). ➤ Candidate facilitates a basic Managed Change™ Workshop with coaching from the L&A Consultant (two days). ➤ L&A Consultant records performance and results. 	<p>Coaching, Guidance and “Check Up”</p> <p>After completion of Phase 2, an L&A Facilitator/Consultant will:</p> <ul style="list-style-type: none"> ➤ Provide personal coaching, mentoring and advisory consulting on difficult barriers or issues via email or telephone (eight hours over one year). ➤ Provide an on-site Check-Up Program on performance and facilitation issues (one day within twelve months after certification).

FACILITATIONMASTER® CERTIFICATION LOGISTICS

Timing: To certify a candidate to facilitate the basic Managed Change™ Workshop program, LaMarsh Global provides a 10-day program. To certify candidate to facilitate the entire curriculum designed for executives, managers, project sponsors and change agents, LaMarsh Global provides a 13-day course. Both programs include on-site co-facilitation with the candidate. The actual number of days required depends on the amount and type of curriculum the candidate chooses to deliver to his/her organization.

Dates: April 2-6, 2012 and June 11-15, 2012

Location: Flexible

Cost: 10-day program - \$ 39,200USD per candidate; 13-day program - \$ 49,900USD. All travel and living expenses incurred by LaMarsh Global will be billed at actual as incurred. Quotes are available for international locations.

Materials: A complete FacilitationMaster® Guide with selected curricula, scripts, exercises, supplemental handouts, case studies, learning stories and videos of Jeanenne LaMarsh delivering key components of the program are included.

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WHO IS LAMARSH GLOBAL?

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.