

THE MANAGED CHANGE™ PROJECT WORKSHOP

A CONCENTRATED, PROJECT SPECIFIC OPPORTUNITY

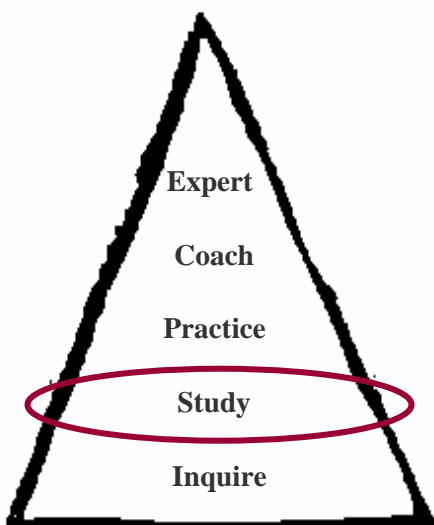
lamarsh and associates, inc.
consulting services for changing organizations



Project teams carry a heavy burden

To operate effectively in today's fast-paced business environment, many changes are expected to occur within budget, in a limited timeframe, using few resources with minimal disruption of normal business operations. Often, these critical and complex change initiatives will determine the success or failure of an organization. Experts agree that when an individual or team is charged with implementing an important project, the implementation plan must incorporate a change management strategy to succeed.

The Managed Change™ Project Workshop provides the project team the opportunity to study **and** practice the concepts, tools and tactics as they apply to the specific project. This customized workshop is designed around the project team's needs and provides a complete picture of where the project is – and where it needs to go in order to succeed. The team will leave this program with real action items and deliverables for the project that can be used to mobilize an entire organization to become effective partners in the change at hand.



The Competency Development Triangle

Objectives – to enable participants to:

- Develop a working knowledge of the Managed Change™ process.
- Identify the potential organizational resistance that will impact the success of an implementation project or change initiative.
- Design and build a change management strategy for the project.
- Assess the skills of the people who are charged with making the change happen, and create a plan for enhancing and leveraging their skills.
- Create a plan for helping the leaders of the organization become better “sponsors” of the change.
- Create Communication, Learning and Reward/Recognition action plans for reinforcing and encouraging positive, productive behaviors and discouraging nonproductive and counter-productive behaviors.
- Develop systems that will help people overcome their resistance to the change and more rapidly accept the change.
- Build a plan to monitor the results of the project to make sure that the changes are sustained.

Participants: Individuals or teams who are responsible for the design, planning and/or implementation of a change in their organization.

Prerequisites: None. It is recommended that at least one team member receive an overview of the Managed Change™ Model or successfully complete either the *e-Lesson for Change Agents* or facilitated *Managed Change™ Workshop*.

Preparation: Each participant will bring his/her own project related materials, history, project plans, and data for use during the workshop.



MANAGED CHANGE™ PROJECT WORKSHOP OUTLINE

The Managed Change™ Project Workshop program focuses on practical, in-depth application of the strategy and tactics of change management on a specific change project/initiative. The program consists one (1) day of project orientation and preparation by the L&A Consultant, four (4) days of classroom learning and on-the-job working sessions as the team creates the project-specific change management strategy and its supporting action steps/deliverables and a one (1) day of post-workshop "Check Up Sessions" with the team members and a status report to management at a later date.

The participants will be assisted and guided in creating the first draft of each of the following deliverables:

- **Project Governance:** Establish the role of change management as an integral component of the project implementation governance structure.
 - **Current State:** Assess the business case for change.
 - **Desired State:** Determine where you want to go and plan to get there.
 - **Fishbone Analysis:** Align preliminary change integration strategies with other change projects.
 - **Key Role Map:** Identify and design roles and responsibilities and their relationship to each other.
 - **Culture Audit:** Identify the potential for behaviors, beliefs, written and unwritten rules that affect the change project.
- **History Assessment:** Determine the impact of previous changes.
 - **Resistance InfoMatrix:** Identify and analyze the source and degree of resistance by the various target populations.
 - **Change Plans:** Build communication, learning and reward & reinforcement plans for key stakeholders.
 - **Project Timeline:** Align and integrate the change strategy into an overall implementation plan.
 - **Change Headquarters:** Organize all change management deliverables for project planning and communication.
 - **Return on Investment Metrics:** Develop initial project ROI methodology and metrics for measuring the return on the Managed Change™ investment.

MANAGED CHANGE™ PROJECT WORKSHOP LOGISTICS

Timing: Six (6) Days. The initial orientation/customization and the Project Workshop learning and working sessions may take place over five (5) consecutive business days or be staggered to accommodate the team requirements. The one (1) day post-workshop Check-up Sessions for the project team members and recommendations to project team leadership to be scheduled 2-4 weeks later.

Location: Client Site

Cost: \$19,200 per project team, plus Materials and travel expenses (for projects within the contiguous 48 United States and Canada). Quotes are available for L&A international clients.

Materials: All participants will receive a Managed Change™ Manual with hard copy and electronic tools, templates and worksheets, a copy of *Master Change, Maximize Success* by Jeanenne LaMarsh and a Managed Change™ Easel for quick desk top reference. The Materials package including our full set of tools is \$325 US per participant.

*Note, each workshop can accommodate a **maximum of 36 participants** (no exceptions).

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.

Our services include cutting-edge web-based e-learning, a complete step-by-step consulting methodology, a multi-level competency development program, unparalleled project consulting and executive coaching. 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.