

THE MANAGED CHANGE™ WORKSHOP

LEARN THE CRITICAL ELEMENTS OF MANAGING CHANGE

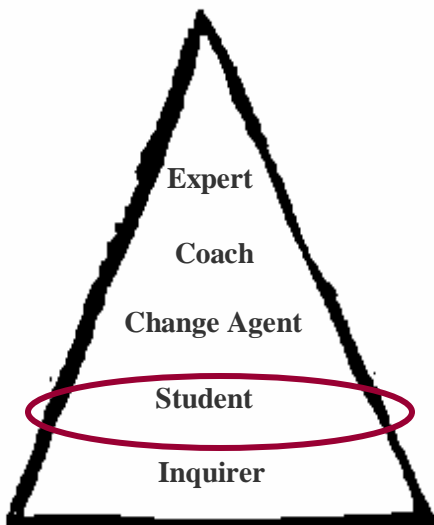


Organizing sand – is it for you?

Managing change. Sounds a bit like organizing sand. How do you manage something that doesn't stay put? For sand, add a little water. For major organizational change, it's a bit more complicated. But it can be done.

Whether you are the individual in your organization that has been charged with managing a change; a member of a consulting organization looking to help clients with major change; or a company leader who wants to see process improvements that really take, this program is for you.

The Managed Change™ Workshop prepares individuals to become agents of change. Participants who successfully complete this program will have gained a solid, working knowledge of the concepts and challenges of managing change.



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: Change agents responsible for implementation, executives and managers who lead change, human resource professionals, IT and OD professionals, project managers and project team members.

Prerequisites: None. This workshop is the initial learning component of the **Change Agent Certification Program**.

Preparation: None required. Subscribers may choose to browse our website at www.lamarsh.com for information and articles on change management, read the book, *Master Change, Maximize Success* by Jeanenne LaMarsh and Rebecca Potts (available through all major on-line bookstores) or participate in a Managed Change™ Overview Program as a basis for the workshop.



MANAGED CHANGE™ WORKSHOP OUTLINE

The Managed Change™ Workshop focuses on building your knowledge of the change process, your ability to use the set of tools, and your skill at preparing workable plans for guiding your organization through the change process.

An Overview of the Change Process

- Cost of failure to manage change effectively.
- Tools and resources that change management experts use.

The Stages of Change

- Define and understand the three states of every change initiative.
- Analyze the Current and Desired States as potential sources of resistance.

The Delta: Predicting the Transition State

- Predict behaviors that arise during the transition state.
- Determine the impact of multiple changes on the target groups affected by your change.
- Accelerate the transition state.

Key Stakeholders: Sponsors, Change Agents, and Targets

- Identify Sponsors, Change Agents and Targets and assess their ability to perform the roles required.
- Build a strong sponsorship chain.
- Create a strategy for improving the acceptance of the change.

Change Systems: Learning, Communication, Rewards

- Education and training for key stakeholders.
- Communication plans for each state in the change process.
- Rewards, recognition and reinforcements that work.

Support for the project/implementation

- Align with the overall Implementation Plan.

MANAGED CHANGE™ WORKSHOP LOGISTICS

On-Site Facilitated Programs

Timing: Two-day workshop* - per client request

Location: Client site

Dates: Flexible by client request

Cost: \$1,595USD per participant, plus travel expenses

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

Special Offer: Any participant who completes this workshop program will become eligible to enroll in the certification portion of the **Change Agent Certification Program** for \$1,350USD per participant.

2012 Open Enrollment Programs

Timing: Facilitated programs as scheduled

Workshop Location: Chicago, Illinois

Facilitated Learning Programs:

February 1 & 2, 2012 August 22 & 23, 2012
May 2 & 3, 2012 November 7 & 8, 2012

Cost: \$1,595USD per participant

Special Offer: Any participant who completes this workshop program will become eligible to enroll in the certification portion of the **Change Agent Certification Program** for \$1,350USD per participant.
This program qualifies for a minimum of 14 PDU credits from PMI.

To register, contact:
LaMarsh Global
312-464-1349

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.

For more information, contact:
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