

MASTER OF MANAGED CHANGE®

AN ADVANCED CERTIFICATION PROGRAM FOR COACHES

lamarsh and associates, inc.
consulting services for changing organizations



Because the change agents in your organization...

...are often faced with severe project barriers (e.g. sponsorship changes, the clash of competing projects, severe resistance) that require a deep understanding of change management strategies and tactics, they need to be able to look to experienced and qualified internal personnel who are seasoned masters of the change process to help them to apply Managed Change™.

The Master of Managed Change® Certification Program is designed for those individuals who seek a deeper understanding of the Managed Change™ process and whose role will be to serve as that internal coach or lead Change Agent. The Master of Managed Change® Certification has two levels. LaMarsh & Associates will confer Level I Certification to those who attend the learning program and successfully pass a formal examination that will test the candidate's understanding of the Managed Change™ process, model and tools. Level II Certification requires that the candidate demonstrate his/her ability to apply Managed Change™ through the life cycle of a project by submitting a completed Project Book that will be evaluated for the candidate's demonstrated competency by a LaMarsh & Associates Consultant.



The Competency Development Triangle

Objectives – to enable candidates to:

Level I Certification

- Coach others in the application of the Managed Change™ Model and process and its tools on change projects.
- Align and integrate the Managed Change™ approach into other project management methodologies for a robust, coordinated and effective application.
- Identify methods to measure and monitor the success of a completed change project post-implementation.

Level II Certification

- Demonstrate his/her competency to apply and coach others on applying the Managed Change™ process to change projects.
- Demonstrate his/her competency to apply and coach others on appropriately deploying Managed Change™ tools and templates to change projects.
- Demonstrate his/her ability to build customized change management tools to meet the specific needs of the change projects.

Candidates: Change Agents responsible for implementations of major change projects, Human Resource professionals, OD professionals, IT professionals, internal audit professionals, Project Managers, internal change management consultants, Black Belts and Master Black Belts.

Prerequisites: The candidate must:

- ❑ Have successfully completed either the Managed Change™ *e-Lesson for Change Agents* and/or the facilitated *Managed Change™ Workshop*.
- ❑ Have six months experience applying Managed Change™ to at least one change/project implementation prior to the Level I learning program *or* have completed a LaMarsh & Associates *Masters Fast-Track Program*.
- ❑ Recommendation: Have read the book, "*Master Change, Maximize Success*" and/or completed the *Change Agent Certification Program* prior to enrolling.



MASTER OF MANAGED CHANGE® CERTIFICATION PROGRAM OUTLINES

Level I Certification			Level II Certification
DAY 1	DAY 2	DAY 3	
<p>Managed Change™ Model</p> <ul style="list-style-type: none"> ➤ An in-depth review of the Managed Change™ model. ➤ Validate the candidate's basic comprehension of the Managed Change™ Model and its key tools and templates. <p>Understanding the Model</p> <ul style="list-style-type: none"> ➤ Identify and explore aspects of the Managed Change™ that are difficult for change agents to understand and apply. <p>Applying the Model</p> <ul style="list-style-type: none"> ➤ Develop strategies for working with large scale projects and multiple consulting firms. 	<p>Model in Practice</p> <ul style="list-style-type: none"> ➤ Apply the basic skills and knowledge of Managed Change™ and its usage in a simulated change project and in the candidate's change project. <p>Measuring and Monitoring Change</p> <ul style="list-style-type: none"> ➤ Clearly define strategies for measuring and monitoring the success of an effective change approach. <p>Value Proposition</p> <ul style="list-style-type: none"> ➤ Understand how change management's contribution to the project can be measured and the ROI determined. 	<p>Assessing the Level of Understanding</p> <ul style="list-style-type: none"> ➤ Individual and group evaluation of candidate's knowledge and capability to apply Managed Change™. <p>Helping Others to Understand Managed Change™</p> <ul style="list-style-type: none"> ➤ Identify learning needs and develop ability to support inquiry and study requirements. <p>Institutionalize the Managed Change™ Approach</p> <ul style="list-style-type: none"> ➤ Define the role of the Master of Managed Change® in the organization. ➤ Build a plan to make Managed Change™ a core competency in the organization. 	<ul style="list-style-type: none"> ▪ As the lead Change Agent or Coach, create, develop and direct the deployment of the Change Management Strategy and its supporting action plans on a major change project. ▪ Apply Managed Change™ to a specific change project and document all related deliverables ▪ Design customized change management tools to meet the specific needs of the change projects in the organization. ▪ Integrate Managed Change™ into project planning and project methodologies. ▪ Deliver a report illustrating strengths and development opportunities for the candidate within a selected change project.

MASTER OF MANAGED CHANGE® CERTIFICATION PROGRAM LOGISTICS

Level I Certification	Level II Certification
<p>Requirements: Complete the three (3) day Level I Certification program and pass the Level I Certification Examination.</p> <p>Timing: Open enrollment programs are listed below. Proprietary sessions are available for organizations who wish L&A to facilitate the Level I learning program on-site.</p> <p>Dates: Flexible. Private Level I Certification learning programs should be scheduled to take place over three (3) consecutive business days. Open Enrollment programs are available on the following dates:</p> <p style="text-align: center;">November 3-5, 2009 August 4-6, 2009 March 24-26, 2009</p> <p>Location: Chicago, IL or Client Site</p> <p>Cost: \$ 6,000 per candidate</p>	<p>Requirements: Level II Certification will be conferred upon successful demonstration of the candidate's competency in deploying Managed Change™ and coaching others on one major change project. Candidate will submit a completed Project Book documenting the change management strategy and action plans created and deployed on the project. An assigned Consultant will evaluate, determine the candidate's competency and provide appropriate feedback.</p> <p>Timing: Candidate will submit the Project Book within a specified time frame agreed to by the candidate and the LaMarsh & Associates Consultant following his/her Level I Certification.</p> <p>Dates: To be determined by the candidate and the assigned LaMarsh & Associates Consultant.</p> <p>Location: Virtually, via telephone and email.</p> <p>Cost: No charge</p>

Materials: Master of Managed Change® Guide with extensive notes on the Managed Change™ model, bibliography, examples of applications, comparison with other models, and exercises to check level of understanding, plus the Project Book template is included.

To register, contact:
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 Lincolnshire, IL Office
 312-464-1349

For more information, contact:
Lew Lash
 Director of Business Development
 262-236-0899 or llash@lamarsh.com

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 those 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.