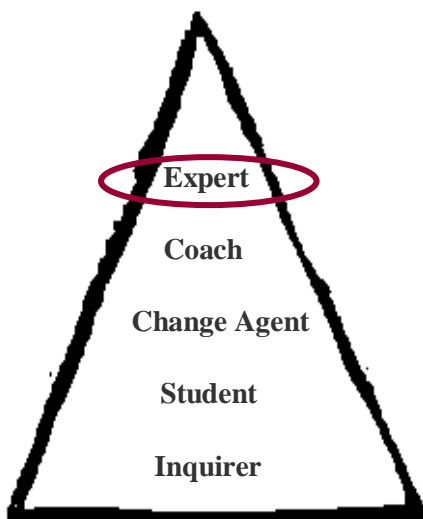


**As an internal change management consultant or project manager...**

...you are responsible for managing and leading the full life cycle of complex change initiatives. You are expected to develop the project change strategy, design the tactical work plans and deliverables to support that change strategy, build and implement the implementation/work plan and direct the change management resources assigned to the project.

Many of our clients want to use the same consulting roadmap, tools and insight that our Consultants use as we lead complex change projects. To meet that demand, LaMarsh Global has “productized” our proprietary Managed Change™ Consulting Methodology and has made this comprehensive product available to our clients who wish to develop internal change management consultants (in other words, “clone LaMarsh Global” within your organization). This product documents the detailed instructions and process of an end-to-end project implementation with a comprehensive set of tactical steps, situational examples, decision-making tools and management reporting samples.

The MethodologyMaster® Certification Program will enable you to become more effective in the role of the change management project consultant and in leading inexperienced colleagues in applying the Managed Change™ Model from project launch through post implementation “sustain the change” activities.



The Competency Development Triangle

**Objectives – to enable the internal consultant to:**

- Understand the entire Managed Change™ Consulting Methodology.
- Assess the change management skills of the people assigned to the project and determine the appropriate learning programs to build their individual competencies.
- Compare and contrast alternative data collection methods for use in meeting specific needs of change projects in the organization.
- Determine what tasks are required before beginning each step (inputs) and the resulting deliverables (outputs).
- Design and integrate tasks and deliverables into a logical change management project plan.
- Provide appropriate feedback to management in the form of status and milestone reports at each phase of the project.
- Integrate the Managed Change™ approach into project management methodologies as appropriate.
- Determine how to measure and monitor the success of a change project by defining measurable goals and metrics.

**Candidates:** Project managers, internal consultants, certified Masters of Managed Change® and change management project leads.

**Prerequisites:** The candidate must:

- Have experience applying Managed Change™ during the life cycle of least one complex change project.
- Be certified as a Master of Managed Change® - Levels I & II.
- Have support & commitment from his/her organization for acquiring this consulting methodology.
- Possess consulting skills and acumen.
- Have an immediate assignment to lead the change management effort on a major change initiative.



## METHODOLOGYMASTER® CERTIFICATION OUTLINE

Because each organization and change is unique, the Managed Change™ Consulting Methodology is presented so that real issues are analyzed and actionable deliverables are developed. To ensure understanding, each candidate is provided with individual attention and consultation. Certification follows after successful completion of all facets of this program.

5-Day Intensive Classroom Learning Program	MethodologyMaster® Certification
<p><b>Day One- Methodology/Governance</b></p> <ul style="list-style-type: none"> <li>➢ Governance/Change Headquarters</li> <li>➢ Info Matrix design and use</li> <li>➢ Task design and analysis</li> <li>➢ Change Process Loops</li> </ul> <p><b>Day Two- Identify the Change</b></p> <ul style="list-style-type: none"> <li>➢ Stages of Change</li> </ul> <p><b>Day Three- Prepare to Change</b></p> <ul style="list-style-type: none"> <li>➢ Resistance issue analysis</li> </ul> <p><b>Day Four- Plan the Change</b></p> <ul style="list-style-type: none"> <li>➢ Change Strategy/Project Integration</li> <li>➢ Communications, Learning, Rewards and Ownership plans and event designs</li> </ul> <p><b>Day Five- Implement and Sustain the Change</b></p> <ul style="list-style-type: none"> <li>➢ Communications, Learning, Rewards and Ownership event execution</li> <li>➢ Change Tracker/Exit Strategy</li> <li>➢ Knowledge library and transfer</li> </ul>	<p>In order to become certified, the Candidate will be expected to demonstrate his/her competency in applying the Consulting Methodology on at least one project. Each will be required to submit a Project Book that documents his/her proficiency and ability to:</p> <ul style="list-style-type: none"> <li>➢ Deliver project and change readiness assessments, issue identification, analysis and resolution for the project.</li> <li>➢ Provide the data collection process, data analysis, and development of the over-arching Change Strategy and supporting action plans for the project.</li> <li>➢ Effectively coach and consult the project team, Change Agents and the executive Sponsors during the project life cycle.</li> <li>➢ Align the change management strategy, action plans and the Managed Change™ approach with other methodologies such as project management, Six Sigma, &amp; risk management to be deployed during the project.</li> <li>➢ Develop and deploy the Sustainability Plan with metrics.</li> </ul>

## METHODOLOGYMASTER® CERTIFICATION LOGISTICS

**Timing:** Learning program - 5 days; Certification process – 6 months application work and/or submission of work for evaluation.

**Dates:** January 16 – 20, 2012 and October 8 – 12, 2012

**Location:** 5-day Learning Program typically held in Chicago, IL.

**Certification:** Certification will be acknowledged after the candidate demonstrates the ability to effectively apply the Managed Change™ Consulting Methodology on an actual project. The candidate will submit his/her work in the form of a Project Book for evaluation. A LaMarsh Global Consultant will be assigned to assist and guide the candidate through the certification process.

**Costs:** Learning program - \$15,000 per candidate. This fee includes a personal license to use the LaMarsh Global Consulting Methodology, the Managed Change™ Consultant Toolkit and the evaluation of the project application documentation(s) submitted for certification. Option: Project Coaching, Mentoring and Certification Support – 5 days over 6 months – \$14,000 per candidate, plus travel & living expenses incurred by the LaMarsh Global Consultant. Can be made part of a Project Support Services engagement.

**Materials:** A Participant Guide that doubles as an ongoing reference for project work and the pathway through the change process is provided. A hard copy tool kit and electronic library of the LaMarsh Global Managed Change™ Consulting Methodology including extended tools, templates, instructions, and examples to check level of understanding is also included.

For more information, contact  
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 312-464-1349  
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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.*