

E-LESSON FOR CHANGE AGENTS

ELECTRONIC LEARNING FOR CHANGE AGENTS

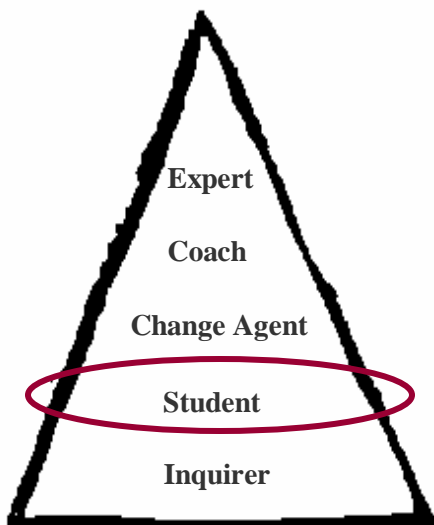


You need a change management plan, but you are in a hurry...

Your project is about to begin and you know that people affected could fight or reject the changes you will be imposing. You know that by proactively identifying this potential resistance and doing something about it, the project stands a much greater chance of being successful. But, you don't have time to attend a workshop and you need to move fast. What to do?

The Managed Change™ *e-Lesson for Change Agents* is an interactive, self-directed, introductory course on change management designed for individuals who are responsible for making change happen. It is intended to replicate and/or complement the LaMarsh and Associates facilitator-led Managed Change™ Workshop and provide opportunities for learning, practice, and application of the change management skills and techniques imparted in the coursework.

The *e-Lesson for Change Agents* is designed to build an understanding of the change process and examine the factors critical to successful implementation of change projects. Participants who successfully complete this program will have gained a solid, working knowledge of the concepts and challenges of managing change. The course provides 8-12 hours of "screen time" learning with an additional 2-4 hours of "off-screen" change project application. Subscribers learn the concepts and dynamics of change; gain an introduction to the Managed Change™ process, model and tools; apply the Managed Change™ process, model and tools within the course; and, then, go "off screen" to develop and refine their skills by applying the model, templates and tools to a real life change initiative specific to their organization. Because the course is Internet-based, subscribers have access to the course 24X 7 X 365.



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 projects and implementations, executives and managers who lead change, human resource professionals, IT and OD professionals, Black Belts, Master Black Belts, project managers and project team members.

Prerequisites: None. This program is the initial learning component of the *Change Agent Certification – Virtual 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.



E-LESSON FOR CHANGE AGENTS OUTLINE

The *e-Lesson for Change Agents* is presented in modules, consistent with the Managed Change™ Process and Model. The learners are required to complete the modules sequentially; however, the student will have the freedom to review previous sections, as needed. Each module includes: elements of the “Amdercom” case study, real world stories, review of material, techniques, processes, and tools. At the end of each module, the subscriber will complete a post-test that requires 80% accuracy to move on to the next module.

The course uses Flash presentations that incorporate a series of high quality professional photographs and graphics that change in sync with the cadence of the narration. An on-screen transcript is also available to accommodate learners who do not have audio capability or are hearing impaired.

Module 1 – Managed Change™

- Understand the cost and the pain of not managing change effectively
- Define change management for your organization

Module 2 – Analyzing the Stages of Change

- Know where you want to take the project and why
- Define the Current, Desired and Delta States

Module 3 – Prepare to Change

- Identify and assess the key roles within the organization relative to the change initiative
- Determine the degree of risk and cost associated with the potential organizational resistance to the change

Module 4 – Plan the Change

- Design Communication and Learning Systems that help decrease resistance to the change
- Create Reward Systems that will encourage positive, productive behaviors

Module 5 - Implement the Change

- Identify structures involved in the Managed Change™ process
- Learn strategies to integrate the change management action plans into the overall Implementation Plan

Module 6- Sustain the Change

- Prepare for sustaining the new Current State

E-LESSON FOR CHANGE AGENTS LOGISTICS

PC or Laptop Requirements: The product is best suited for a high-speed network connections with broadband (LAN speed) or 56KB modem speed recommended. Additional requirements are:

- Windows 98 / 2000 / NT / XP
- Microsoft Internet Explorer 4.0 or higher -or-Netscape Navigator 4.7 or higher
- Microsoft Word
- JavaScript
- Macromedia Flash 5 Plug-in or higher

Price: \$495 per student. The subscription is good for one year, allowing the subscriber to download the script for each module as well as all tools & templates. **Course is available 24 hours a day, seven days a week, 365 days per year.**

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

To subscribe, contact:

LaMarsh Global
Chicago, IL
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

Nicole Sturznickel
312-464-1349
nsturznick@lamarsh.com