

Leading People to Embrace Change

Course Overview

The Challenge

Technology is, by its nature, a change agent. Anyone who introduces technology into a workplace, whether as business software, communication tools or computing devices, also lays the foundation for change in reporting relationships, work patterns and job titles. As we all know, change is seldom welcome and is often fought. Many technology projects, although planned and executed flawlessly, have nonetheless gone down in flames due to the unwillingness of the intended audience to accept the accompanying change.

The Solution

This workshop explains specific strategies and actions that anyone responsible for a project can use to ensure that the intended targets of change are able and willing to embrace it. This workshop leads participants through a series of exercises, each of which contributes to an understanding of how to develop and execute an Organizational Adoption Plan. Participants leave with concrete, actionable plans that they can use to build on existing support, identify and manage potential trouble-spots, build and execute a marketing campaign, leverage the good intent and high standards that are common in most people, and convert resistance to change into acceptance of the inevitable. Learning Objectives include:

- Learn the organizational factors that can make or break your project
- Understand how each project role can contribute to organizational adoption
- Find out how to identify and leverage your built-in support team
- Learn how to uncover what is needed to make your audience successful
- Design a marketing campaign that can deliver your message
- Gain a deeper appreciation of what it means to deal with Resistance to Change
- Discover how to manage Organizational Change as a project
- Learn how to write and implement an Organizational Change Plan
- Take home a systematic approach that can work in your projects

Who should attend

This course is extremely helpful to Project Managers, Managers of Project Managers, Functional Managers and Executives with project responsibility, Project Management Office staff, anyone responsible for the successful implementation of Organizational Change in the context of a technology project.

Prerequisites

This course assumes familiarity with basic project management concepts as well as some experience in the planning and execution of projects.

Course Information

- **Duration:** 3 days. (Can be customized to 1 or 2 day formats)
- **Typical class size:** 6 to 24 attendees
- **Participants receive:**
 - PMP®-certified instruction
 - Student Guide
 - Certificate of Participation
 - 18 PDUs / Contact Hours in project management education
- **Course I.D. Number:** 3045

Course Outline

Part I – Defining the Impact of Change

- Sources of project success
- Human Factors at work
- Impact of organizational change in IT projects
- Why IT projects provoke such a reaction
- Resistance to change
- Why employees resist change
- Why managers resist change
- Causes of poor organizational change management
- What happens when resistance to change is not managed well
- How not to manage resistance to change

Part II – Managing Organizational Change

- What is Organizational Change Management?
- Create a Framework for Change
- Organizational change toolkit
- The Organizational Change Plan - Strategy
- The Organizational Change Plan – Tactical Approach
- Managing organizational change as a project
- Conduct a Readiness Assessment
- Implement the Organizational Change Plan
- Building acceptance of change
- Post-Implementation steps
- Wrap-Up Discussion

Learning Approach

- A highly experienced instructor will use interactive lecture format, numerous hands-on exercises, team activities, group discussions, individual discovery and other techniques to drive home the essential points of this material
- We will build on your prior experience in this topic, while providing you with a structure and vocabulary to use in future organizational change engagements.

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- If you have modest project management knowledge, you will find that the clarity of the material and direct presentation style of the instructor will make the subject matter easy to understand.
- You will receive a Student Guide which will help you follow the material, take notes and retain what you learned so that you can apply it on your job.

Why should I take this course?

- This course will help you to plan the Organizational Change component of your technology project.
- You will take home a whole new set of tools and techniques to help you deal with resistance to change and other organizational change issues.
- Take this course and learn what you can do to ensure that the technologies you introduce are accepted the first time so that your project delivers on its promise of Business Value.

Cost and Availability

We can arrange onsite training to suit your requirements. See our website for the latest pricing information:

<http://www.cvr-it.com>

Licensing

This course is available under license to qualified Training Providers. We deliver a full set of courseware materials including instructor slides, instructor manual and student guide. Train the Trainer instruction is available to ensure that all providers adhere to the same high level of course delivery. For more information, contact us at

info@cvr-it.com