



Change Pro Certification

Build your organization's capability to manage change

COURSE OVERVIEW

The ability to manage change is critical. Many excellent projects and initiatives fail because people don't know how to manage the process effectively. To improve their success rate, organizations must develop their capability in this area. That's where Change Pro Certification comes in, enabling you to deliver the highly effective Change Pro Simulation in your organization.

During the simulation, participants must convince 24 managers in one of the company's divisions to support the latest corporate initiative. They have to rely on their soft skills and 25 tactics provided to succeed. Along the way, participants are exposed to several key learning sources and points related to leading change efforts, including:

- Understanding the change journey, from awareness to adoption
- Identifying both the formal and informal networks within an organization
- Creating a robust communication plan that utilizes multiple channels
- Understanding the importance of timing and sequencing of change actions
- Utilizing stakeholder analysis to target their approach to the individual stakeholder's style and priorities

This simulation is a proven method for organizations to develop the knowledge and experience their managers need to effectively manage change. As a certificated Change Pro facilitator, you can incorporate the simulation into your own training and coaching plans. Learn more about the [Change Pro Simulation](#).

Note on licenses: The Change Pro simulation is sold on a per-use basis. This Change Pro Certification course includes the first user license. Once you've used that, the certification allows you to purchase more.

LEARNING OBJECTIVES

Upon completion of this course, you'll be able to:

- Introduce, run and debrief the Change Pro Simulation
- Purchase and use Change Pro in your work
- Link the simulation learnings to the challenges of change in your organization
- Recognize and explain the change journey of awareness to adoption
- Understand the inner workings of the Change Pro simulation, including the importance of tactics and timing
- Be equipped to build Change Pro into your training courses

HOW YOU WILL LEARN IT

Classroom

This course is delivered in learn-by-doing environment. Instructors will present the theory and tools, and then participants experience applying them in the virtual reality world of the simulation. Along the way, participants get feedback on how well their change tactics are working.

There are five sources of learning for the participant:

- Instructor expertise in linking change theory with real-world application
- Discussions with fellow workshop attendees who probably hold different experiences with change
- Feedback from the virtual organization during each simulation round
- Debriefing of the simulation experience in small groups and across all groups
- A Facilitator Guide that consolidates and shares the insights of certified instructors

To gain certification, participants must individually make two successful simulation runs and pass both an oral and a written exam. Time is provided within the classroom agenda for participants to

APPROPRIATE FOR

- ▶ Trainers of change agents in all businesses and organizations
- ▶ Leaders of process improvement or business transformation initiatives

COURSE AT A GLANCE

Prerequisites

- Classroom: ▶ BMGI's five-day Change Leadership class or its equivalent
- ▶ Laptop for the simulation

Course Length

Classroom: 2 consecutive days

Cost

Classroom: \$4,000

Course Includes

- ▶ Change Pro presentation materials and Facilitator Guide.
- ▶ The certified user's first license to use Change Pro, a \$3,500 value.



Change Pro Certification

accomplish these certification criteria.

Classroom Agenda

DAY 1 (INTRODUCE, RUN AND DEBRIEF THE CHANGE PRO SIMULATION)

- Understanding the change process
 - 6 key elements
 - Stages of adoption: awareness, interest, evaluation and adoption
- Change Pro Simulation Round 1
 - Simulation has 24 virtual managers and a menu of 25 tactics
 - You have 120 simulation days to get all 24 to adopt the change
- Debrief results
 - Lessons learned about the impact of each of the tactics used
 - Key learnings related to your decision making in your small group
- Stakeholder management and planning
 - Stakeholder analysis tools
 - Communication and tactics planning
- Change Pro Simulation Round 2
 - Apply your learning to get better results
 - Debrief
- Homework: Make two or more individual simulation runs

DAY 2 (BUILD YOUR SKILL TO USE CHANGE PRO)

- Debrief on homework
- Individual workshop time to run simulation
 - Learn the 25 tactics and timing
 - What is the impact of each tactic?
 - How is timing important for when to use a particular tactic?
- Prep for oral and written exam
- Oral exam
 - One-to-one interview with instructor
 - Written exam
- Review the Change Pro Facilitator Guide
- Building Change Pro into your training course(s)
 - Review of typical agendas
 - Create a draft agenda for your situation
- Access to Change Pro licenses
- Commencement

Prefer customized training at your location?

CALL for details > +1 303-827-0010