Prosci® Change Management

Driving results by managing the people side of change
Why Change Management?

Change management provides a competitive advantage, allowing organizations to quickly and effectively implement change to meet market needs.

Change management represents a large and rapidly growing discipline that is being increasingly deployed on a global scale by corporations, governmental entities and non-profits.

What is Change Management?

Change management is the application of a structured process and tools to enable individuals or groups to transition from a current state to a future state to achieve a desired outcome.

In today’s fast-paced world, every organization can benefit from a better way to manage change.

- No industry is immune to change
- Organizations are facing ever-increasing rates of change
- Effective change management improves return on investment
- Excellent change management enables your project to meet its objectives, come in on or ahead of schedule, and stay within or below budget

Change management is...

- A benefit-realization tool
- A way to ensure achievement of results and outcomes
- An approach for driving greater ROI
- A vehicle for optimizing adoption and usage
- A tool for avoiding excessive project cost
- An approach for mitigating project risk

Risks when change is not managed

- Productivity declines
- Passive resistance escalates
- Projects are not fully implemented or are cancelled altogether
- Active resistance emerges and sabotages the change
- Valued employees leave the organization
- Morale deteriorates
- Projects go over budget and past their deadline
- People are left to wonder why the change is happening
- Employees find work-arounds to avoid implementing the new way of doing things or revert to the old way
- Divides are created in the organization between ‘us’ and ‘them’
- The organization builds a history of failed and painful changes
Why choose Prosci?

In the last decade, Prosci has emerged as the world leader in benchmarking research and change management products. Prosci’s tools and methodology—based on best practices research with over 3,400 international organizations—are used by more 80 percent of Fortune 100 companies. The Prosci methodology has become one of the most widely used approaches to managing the people side of change in business and government.

Customers say they choose Prosci for their change management approach because Prosci’s resources are:

- **Research-based**, leveraging lessons learned from multiple research studies with over 3,400 organizations around the world since 1998
- **Holistic**, including both individual and organizational models that drive results at all levels of an organization
- **Easy-to-use**, providing tools, templates and checklists that are integrated into an easy-to-use framework for managing change at all levels

Equally important, customers choose Prosci because our processes and tools are results-oriented, helping organizations drive the desired outcomes of their projects.
The Prosci Approach

Prosci’s uniquely integrated system of models, tools and processes enables your organization to strategically execute change at three levels: 1) With individuals through the popular Prosci ADKAR® Model; 2) On projects through the robust Prosci 3-Phase Process; 3) As a competency across the organization through the cutting-edge Prosci Enterprise Change Management Suite.

Prosci® 3-Phase Change Management Process

A structured process with tools and templates to guide you through implementation of change management on a project.

**PHASE 1**
Preparing for Change

- Define your change management strategy
- Prepare your change management team
- Develop your sponsorship model

**PHASE 2**
Managing Change

- Develop change management plans
- Take action and implement plans

**PHASE 3**
Reinforcing Change™

- Collect and analyze feedback
- Diagnose gaps and manage resistance
- Implement corrective actions and celebrate successes

Prosci ADKAR® Model

The popular individual change model and associated tools used by organizations worldwide.

ADKAR, ADKAR terms, and "Preparing for change, Managing change, Reinforcing change" terms are trademarks of Prosci.

Prosci® Enterprise Change Management™

A framework for advancing organizational change maturity to create a competitive advantage.

<table>
<thead>
<tr>
<th>LEVEL 5</th>
<th>Organizational Competency</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEVEL 4</td>
<td>Organizational Standards</td>
</tr>
<tr>
<td>LEVEL 3</td>
<td>Multiple Projects</td>
</tr>
<tr>
<td>LEVEL 2</td>
<td>Isolated Projects</td>
</tr>
<tr>
<td>LEVEL 1</td>
<td>Absent or Ad Hoc</td>
</tr>
</tbody>
</table>

Simplify the people side of change with essential tools for managing change at all levels of your organization.
The Prosci Advantage

One size doesn’t fit all when it comes to change management. You know your organization’s culture, values and business model. You realize that a health care company, a multinational bank and a manufacturing plant each face very different challenges.

All organizations, however, share the need to address the complexity of how change impacts people. Prosci’s groundbreaking research revealed that the ineffective management of people during change was the number one reason for unsuccessful projects across industries.

Foundation for Success

Prosci’s methodology and tools are based on an over-arching framework that streamlines the change process into three phases.

Preparing for Change
Managing Change
Reinforcing Change™

As one of the few companies that does not offer consulting services, Prosci is able to maintain a neutral position in the marketplace and focus on its core offering: change management products and training programs. This distinction, combined with Prosci’s emphasis on research-driven products and training, enables corporations, government agencies and consulting firms to build internal competency in change management that drives business results and desired outcomes.

Contact us to discuss a customized approach for your change needs:
+1-970-203-9332 | changemanagement@prosci.com

The Prosci Mission

To help individuals and organizations build their own change management competencies through development and delivery of research-based, holistic, easy-to-use tools and methodologies

We give you the knowledge, resources, processes and tools to achieve project success and build the competency to manage change. In addition to the programs offered directly by Prosci, we provide a train-the-trainer program to enable you to deliver change management training for your organization.

Portfolio of Solutions

Select from Prosci’s suite of offerings to customize a solution for your organization:

- Research
- Methodology
- Tools
- Training
- Books
- Licensing

“Opened my eyes to the people side of projects and related the engagement of people to the probability of success.”

- Jennifer N., Business Analyst

Prosci is uniquely positioned to help your organization build internal competency in change management. As a research firm and learning organization, Prosci provides training and resources for:

- Executives and senior leaders
- Managers and supervisors
- Project teams
- HR and training groups
- Employees
- Change management professionals
MAKE CHANGE WORK FOR YOUR ORGANIZATION.

CONTACT US TODAY:

CHANGEMANAGEMENT@PROSCI.COM
+1 970-203-9332