

# BUSINESS PERFORMANCE SERIES

## Prosci's Change Management Certification Program

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### 2007-2008 session dates

October 9 – 11, 2007  
October 16 – 18, 2007  
October 23 – 25, 2007  
October 30 – Nov 1, 2007  
November 13 – 15, 2007  
November 27 – 29, 2007  
December 4 – 6, 2007  
December 11 – 13, 2007  
January 15 – 17, 2008 (2 venues)  
January 29 – 31, 2008  
February 5 – 7, 2008 (2 venues)  
February 19 – 21, 2008  
March 4 – 6, 2008  
March 18 – 20, 2008  
March 25 – 27, 2008  
April 15 – 17, 2008  
April 22 – 24, 2008  
May 6 – 8, 2008  
May 20 – 22, 2008  
June 3 – 5, 2008  
June 24 – 26, 2008  
Sept 30 – Oct 2, 2008

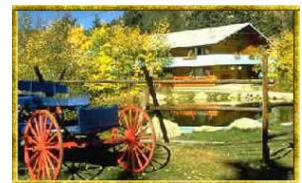
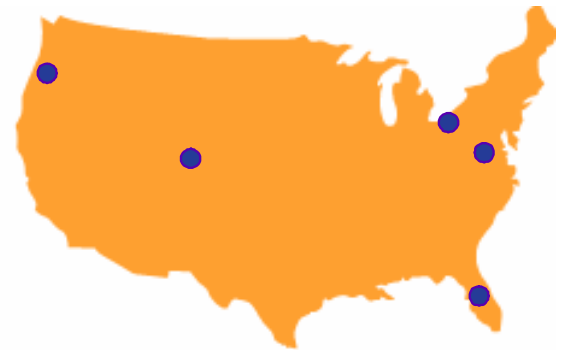


Training Locations

A 3-day experience teaching you how to manage the human side of change – in the office, at home and in your community

“Amazing experience—career changing for me. What I learned at Prosci’s Change Management Program will allow me to transform my organization.”

Shelly Z., AVP, Manager, Organizational Performance Management



Peaceful Valley Ranch



Stanley Hotel



Skamania Lodge



Airlie Center



Mission Inn

Training Credits

2.4 CEUs



24 PDUs



24 HRCI hours



## Program Overview

Prosci's three-day change management program is for change management team members and leaders. **It uses Prosci's research-based change management methodology and toolkit.** At the end of the course, participants are certified in Prosci's Change Management methodology and are able to lead their organizations successfully through incremental and radical changes – building and customizing a change management strategy and change management plans for communications, sponsorship, coaching and training.

"If we had the opportunity to attend Prosci's change management training and to use these tools before starting this project we could have cut the amount of time and money spent by at least 50%."  
**Jose G., Director of Human Resources**

"Great value for the money—an incredible amount of knowledge and material. Commitment from Prosci is second to none. I have never been in a better course."  
**Sandra A., Director of Organizational Development & Learning**



## Apply as you learn

Participants bring their own change projects to the course, work on these projects, present to a "team of executives," and are able to hit the ground running upon returning to work.

## Why use Prosci?

### Prosci's change management process:

- Utilizes best practices research with more than 1400 companies world-wide.
- Provides a best-of-the-best change model and structured process that is independent of any single company or vendor.
- Is designed as a proactive process to accelerate change and manage resistance before problems arise.
- Provides tools, templates and checklists that are integrated into an easy-to-use framework for managing change at all levels.
- Is based on a knowledge-transfer model that allows you to build your internal change management competency.

"Outstanding in both content and delivery, well researched, practical, user-friendly and highly interactive. After 14 years, the best methodology I have found, and a truly professional organization."

**Catherine S.,  
Change Management Consultant**

"Absolutely fantastic. The balance of exercises, training, self-work and bonding is a winning combination. I wish all training was as effective."

**Sharon D., Business Analyst**

**Please call 970-203-9332 to register  
or for details about onsite programs**

## Day 1 AM

- Introduction
- Why manage change?
- ROI of change management
- Best practices review
- ADKAR overview

## Day 2 AM

- Creating a CM strategy
- Preparing the CM team
- Developing the sponsorship model
- Preparing sponsors

## Day 3 AM

- Coaching plan
- Resistance management plan
- Training plan
- Master plan

## Day 1 PM

- Change management principles
- Change characteristics assessment
- Org attributes assessment
- Unique challenges and risks

## Day 2 PM

- ADKAR analysis
- Communications plan
- Sponsorship roadmap
- Presentations
- Special event

## Day 3 PM

- Reinforcing change
- Final exam
- Graduation

## Completing the 3-day certification program earns you:

2.4 CEUs

### Continuing Education Units (CEUs) from Colorado State University

Through our partnership with Colorado State University, Prosci offers CEUs to participants who complete the open-enrollment public Change Management Certification Program. Participants can earn 2.4 CEUs upon successful completion of the program.



24 PDUs

### Professional Development Units (PDUs) from Project Management Institute (PMI®)

Prosci has been reviewed and approved as a provider of training by the Project Management Institute (PMI). Participants in the Prosci Change Management Certification Program are eligible to earn 24 PDUs upon successful completion of the program.



24 HRCI hours

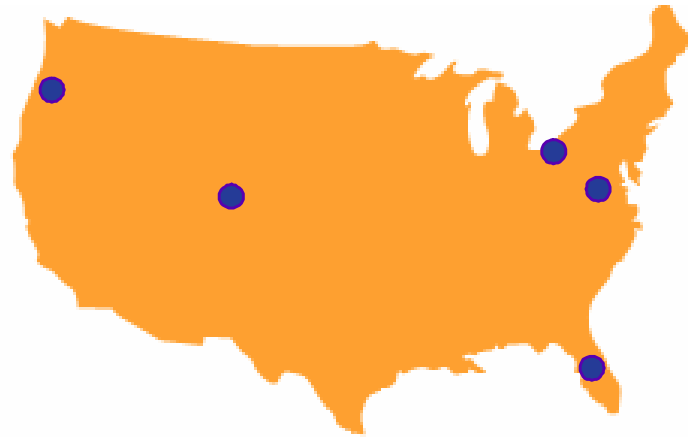
### Recertification credit hours from the Human Resource Certification Institute

Prosci's Change Management Certification Program has been approved for 24 recertification credit hours toward PHR, SPHR and GPHR recertification through the Human Resource Certification Institute (HRCI), the certifying body of the Society for Human Resource Management (SHRM).



## Course locations across the U.S.

Or bring the program to you –  
email [training@prosci.com](mailto:training@prosci.com) for  
information about onsite programs



### Venues:

- Peaceful Valley Ranch – Colorado Rocky Mountains
- Stanley Hotel – Colorado Rocky Mountains
- Skamania Lodge – Portland, Oregon area
- Airlie Center – Washington DC area
- Mission Inn – Orlando, Florida area

### Peaceful Valley Ranch Colorado Rocky Mountains

Peaceful Valley offers a rustic Colorado experience, complete with hearty cowboy meals, hiking and beautiful mountain views. Nestled high in the Rocky Mountains, Peaceful Valley is a registered Dude Ranch with no cell phone access. Lodge rooms and cabins do not have TVs.

Airport: Denver International Airport  
Website: [www.peacefulvalley.com](http://www.peacefulvalley.com)



### Stanley Hotel Colorado Rocky Mountains

The historic Stanley Hotel, located in Estes Park, Colorado, offers majestic views of the Rocky Mountains, luxurious guest rooms and a rich history. Known for its architecture, magnificent setting and famous visitors, the Stanley may possibly be best known today for its inspirational role in Stephen King's novel *The Shining*.

Airport: Denver International Airport  
Website: [www.thestanleyhotel.com](http://www.thestanleyhotel.com)



**Skamania Lodge**  
**Portland, Oregon area**

Skamania Lodge, a magnificent mountain resort nestled on 175 wooded acres, is located in the spectacular Columbia River Gorge National Scenic Area. The rustic yet elegant, grand mountain Lodge is located just 45 miles east of Portland, Oregon, on the Washington side of the Columbia River.

Airport: Portland International Airport  
Website: [www.skamania.com](http://www.skamania.com)



**Airlie Center**  
**Washington DC area**

Airlie Center was founded in 1960 as an “island of thought,” and has provided a unique environment for the creative exchange of ideas ever since. Situated in the heart of the Virginia Piedmont, the Center’s campus is surrounded by hundreds of acres of surrounding wetlands, meadows and woodlands.

Airport: Dulles or Reagan National Airport  
Website: [www.airlie.com](http://www.airlie.com)



**Mission Inn**  
**Orlando, Florida area**

Mission Inn Resort & Club is located at the center or Crossroads of Florida in the rare, gentle hills of Lake County. This area is considered the central highlands of the state and has long been noted for its scenic beauty, relatively mild climate, and as one of the world’s major vacation destinations.

Airport: Orlando International Airport  
Website: [www.missioninnresort.com](http://www.missioninnresort.com)



Venue	Airport	Lodging costs (est)	Website:
Peaceful Valley Ranch	Denver International Airport	\$820 for three nights and all meals	<a href="http://www.peacefulvalley.com">www.peacefulvalley.com</a>
Stanley Hotel	Denver International Airport	\$830 for three nights and all meals	<a href="http://www.thestanleyhotel.com">www.thestanleyhotel.com</a>
Skamania Lodge	Portland International Airport	\$1018 for three nights and all meals	<a href="http://www.skamania.com">www.skamania.com</a>
Airlie Center	Dulles or Reagan National Airport	\$1150 for three nights and all meals	<a href="http://www.airlie.com">www.airlie.com</a>
Mission Inn	Orlando International Airport	\$1255 for three nights and all meals	<a href="http://www.missioninnresort.com">www.missioninnresort.com</a>

## The ADKAR® Model

Learn how to use the popular individual change model developed by Prosci



"Really love all of the templates and the way this program will fool-proof my approach to change management when I follow it! Thanks!"  
**Janie H.**

### Course materials included with tuition:

- Change Management Toolkit (\$349 value)
- Change Management Pilot (\$449 value)
- Change Management Best Practices benchmarking report (\$249 value)
- Employee's Survival Guide to Change (paperback book - \$14.95)
- Change Management: the people side of change (paperback book - \$18.95)
- ADKAR: a model for change in business, government and our community (paperback book - \$18.95)
- Course slides and handouts

### Course Topics

#### Psychology of Change

- Theories and Perspectives
- 7 Principles of Change

#### Change Management Process

- Prosci's 3-phase Process for Managing Change
- Organizational Change Competency
- Connecting Change Management to Business Projects and Project Management
- ADKAR

#### Preparing for Change

- Define Your Change Management Strategy
- Prepare Your Change Management Team
- Develop Your Sponsorship Model

#### Managing Change

- Communication Plan
- Sponsor Roadmap
- Coaching Plan
- Resistance Management Plan
- Training Plan
- Master Change Plan

#### Reinforcing Change

- Collect and Analyze Feedback
- Diagnose Gaps and Manage Resistance
- Implement Corrective Action
- Celebrate Successes



"This was by far the most beneficial training/certification I have ever received. The thoroughness of the training, combined with the fun and engaging atmosphere made the program both engaging and impactful."

- Pamela R., March 2007 participant

"Many training sessions only give the theoretical approach, but this one took it to the next necessary step of implementation...This will jump-start the change!"

- Debra Q., September 2006 participant

"Fantastic program to bring together the project management discipline with a change management methodology."

- Keith S., November 2006 participant

"Absolutely awesome. I have attended many training sessions over the years. This one was far and away the best."

--Wayne P., September 2006 participant

"This is 'the best' training methodology course I've attended - and of course the most fun."

- Dorene B., April 2007 participant

"Knocked it out of the park! Totally exceeded expectations (which were high.)"

--Tonya P., March 2007 participant

"Probably the most strenuous, educational and enjoyable training session I have ever attended!"

- Diane M., August 2007

"The best development training money I have spent in many years."

- Lynn H., February 2007

"Excellent - best management training I have ever received."

- Gayle N., January 2007

"Outstanding. Best training I have attended!"

- Len M., May 2007

"Great, wonderful, energizing and well worth every minute and dollar."

- Nancy A., April 2007

"This is one of the best training courses I've taken in terms of applicability to the real job – I can use what I learned starting tomorrow!"

- Sandy, July 2007



# Change Management Certification Registration Form

Fax completed registration form to 970-669-7005

**Tuition:** \$2100 for first attendee, \$1700 each additional person (from the same company at the same course)

**Date of class:** \_\_\_\_\_  I will be attending the Monday night dinner  
**Course location:** \_\_\_\_\_  I will *not* be attending the Monday night dinner  
**Special dietary needs:** \_\_\_\_\_

**Today's Date:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Title:** \_\_\_\_\_ **Company:** \_\_\_\_\_

**Shipping Address:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

## Payment Method:

Credit Card

**Card Number:** \_\_\_\_\_ **Exp. Date:** \_\_\_\_\_

**Card Holder Name:** \_\_\_\_\_ **Type of Card:** \_\_\_\_\_

**CVV2 Code (three digit code on back of card):** \_\_\_\_\_

**Billing Address:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Call 970-203-9332 regarding other payment options.

## Participant Information:

- You will receive a confirmation email or telephone call regarding your registration within 24 hours during the business week.
- You will receive a welcome letter via email giving details and information you will need for the course.
- You will need to call the venue location to make room reservations. The details for this will be in the welcome letter.
- Cancellation policy (for course tuition, will differ for lodging at venues): More than 30 calendar days before the program, tuition is fully refundable or transferable to another session date. Within 30 to 15 calendar days of the program start date, tuition is nonrefundable and 75% can be transferred to a subsequent session (25% change fee). Within 14 calendar days of the program start date, tuition is nonrefundable and 50% can be transferred to a subsequent session (50% change fee). All cancellation/transfer requests must be received in writing (send email [training@prosci.com](mailto:training@prosci.com)). Students must cancel lodging and meal accommodations with the venue directly and pay all associated fees.