


Making the connection between change management and business results is one of the biggest challenges change management practitioners face. Change management must be made relevant and directly connected to the value it delivers to the organization. When this connection is made, change management moves from being a “nice to have” to a “must have” for the major projects and initiatives in the organization. Contact one of Prosci’s change management analysts at 970-203-9332 or changemanagement@prosci.com for more information and change management support.

Connecting change management to business results webinar checklist

The P-P-P-P exercise

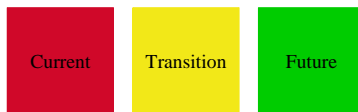
<i>Project name</i>	<i>Purpose</i>	<i>Particulars</i>	<i>People</i>
What project?	Why are we changing?	What are we changing?	Who will be changing?



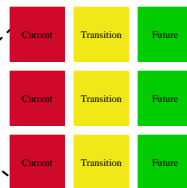
- A progressive exercise to help your audience make the connection for themselves
- Demonstrates the role of change management and how it connects to the project and its purpose (i.e. the business results)

States of change

Organizational perspective



Individuals



The organization’s future state is only achieved when individual contributors do their jobs differently – make their own transition from their current state to their future state. *Change management is the tool for helping individuals make a personal transition from a current to a future state*

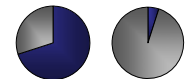
Costs and risks:

Costs of mismanaging change:

- Costs incurred by the organization (many of which are quantifiable)
 - Loss of valued employees
 - Deep and sustained productivity declines
- Costs incurred by projects
 - Schedule overruns
 - Budget overruns
 - Rework

Risks:

What percentage of the project ROI depends on people doing their jobs differently? How well have you insured this risk using effective change management?

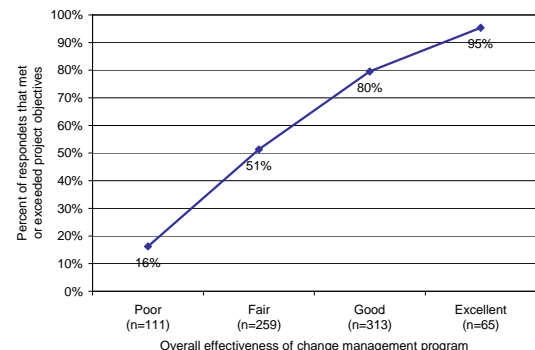


Correlation data

Growing body of knowledge supporting a direct correlation between effective change management and meeting project objectives

- Prosci research data supports correlation between change management effectiveness and 1) meeting objectives, 2) staying on schedule and 3) staying on budget
- McKinsey Quarterly article “Helping Employees Embrace Change” – 40 projects evaluated based on change management effectiveness, ROI expected and ROI delivered shows statistically significant correlation

Correlation of change management effectiveness to meeting project objectives



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Once you have made the connection between change management and business results, the next question is “now how do I implement change management?” Prosci’s approach to change management brings together an individual change management model (ADKAR) and an organizational change management process (the 3-phase process) to provide a structured approach for project teams and leaders. This holistic and easy-to-use approach is based on over 12 years of research with 2000+ organizations.

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