

Prosci change management webinar

Enterprise Change Management and the ECM Summit

Who is Prosci

Our principles:

- Research-based
- Holistic
- Easy-to-use

Prosci by the numbers:

5	Longitudinal studies
10	Years of research
58%	Fortune 500 companies
1,600	Research participants
2,500+	Certified practitioners
32,000+	Registered members

Our target audiences:

- Change management specialists
- Project teams and leaders
- Senior leaders
- Managers and supervisors

Our channels:

- Published products and tools
- Web-based tools and applications
- Face-to-face training
- Online learning opportunities

Contact:

Telephone Support – 970-203-9332
Email Support – webinar@prosci.com
<http://www.change-management.com>

Webinars are presented by Tim Creasey,
Prosci Director of Research and Development

Change Management Learning Center

Agenda

- What is ECM
- Why ECM
- ECM benchmarking results
- ECM Summit

Vision →

Define future state

Assess current state

Strategy →

Engage primary sponsor

Form and prepare project team

Select deployment strategy

Implementation →

Build project plan

Create change management plan

Create and present business case

Implement integrated plan

© Prosci 2008
www.change-management.com
3

Change Management Learning Center

Setting the stage

- Deploying change management is relatively **recent** phenomenon
- Prosci's inroads into deployment
 - **History** and **experience** with clients
 - **Benchmarking** research and data
 - **Models** developed that integrate change management, project management, project planning and business case expertise

© Prosci 2008
www.change-management.com
4

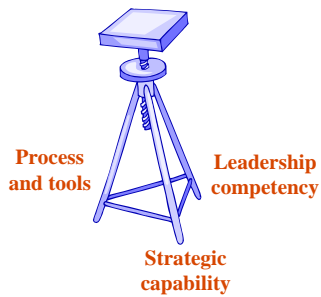
Prosci is at the leading edge of change management deployment

2004	Developed Maturity Model after research with 180 participants
2005	Special section in 2005 benchmarking study (411 participants)
Aug 2005	ECM benchmarking study (65 online participants, 18 interviews)
Nov 7-10, 2005	First ECM Summit
Jan 2006	ECM benchmarking study and whitepaper released
June 5-8, 2006	Second ECM Summit
Sept 2006	Released whitepaper, <i>Are you looking to build CM competencies?</i>
April 17-19, 2007	Third ECM Summit
May 2007	Released ECM Roadmap
Oct 2007	Special section in 2007 benchmarking study (426 participants)
Oct 30-Nov 1, 2007	Fourth ECM Summit
<i>May 6-8, 2008</i>	<i>Fifth ECM Summit scheduled</i>
<i>Oct 14-16, 2008</i>	<i>Sixth ECM Summit scheduled</i>

What is ECM

- ECM takes change management from a tool that is applied on particular change initiatives to an **organizational competency** and source of **competitive advantage**
 - **Enterprise Change Management** is defined by Prosci (after research and analysis) as: *the systematic deployment of change management skills, tools and processes throughout an organization.*

ECM components



- Enterprise Change Management has three main components:
 1. A common set of **processes and tools** for managing change.
 2. A **leadership competency** at all levels of the organization from supervisors to senior executives.
 3. A **strategic capability** that enables the organization to be flexible, change ready and responsive to marketplace changes.

The goal of ECM is to

- Ensure projects meet their **goals**
- Improve the utilization of **human capital**
- Create **competitive advantage**

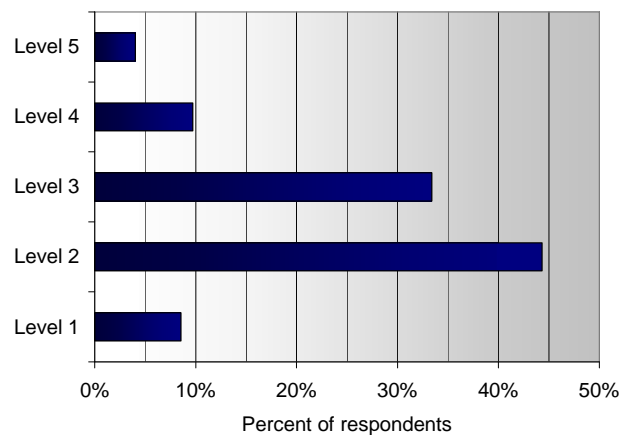
By becoming better as an organization at managing the people side of change

Why ECM

1. The **cumulative benefits** of change management, across multiple projects
2. The benefits of an **enterprise perspective** when deploying change management
3. The **external drivers** requiring organizations to become better at implementing change

Benchmarking results

Level on the Prosci Change Management Maturity Model



* Data from Prosci's 2007 Best Practices in Change Management benchmarking report

Benchmarking results

Most important or
highest impact
deployment
activities

1. Train people in change management
 2. Enable project teams and managers to experience change management
 3. Demonstrate senior leader commitment
 4. Show the need for change management
 5. Select a common methodology or approach
- Create the change management team or group
 - Share success stories
 - Coach and reinforce successful efforts

* Data from Prosci's 2007 Best Practices in Change Management benchmarking study

Benchmarking results

What would you do
differently the next
time on a change
management
deployment?

1. Effective sponsorship
2. Structure for deployment initiative
3. Appropriate resources and budget
4. More effective training

How are you doing on your
deployment efforts?

* Data from Prosci's 2007 Best Practices in Change Management benchmarking study

ECM questions to ask yourself

Pop quiz

	Yes	No
Are you viewing CM deployment as a project ?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have the right level of sponsorship ?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a strong sponsor coalition at the top to support ECM?	<input type="checkbox"/>	<input type="checkbox"/>
Have you defined the future state?	<input type="checkbox"/>	<input type="checkbox"/>
Have you assessed the current state?	<input type="checkbox"/>	<input type="checkbox"/>
Have you developed holistic tactics for moving through the transition state?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have plans in place to build the awareness and desire to adopt change management throughout the organization?	<input type="checkbox"/>	<input type="checkbox"/>

ECM Summit

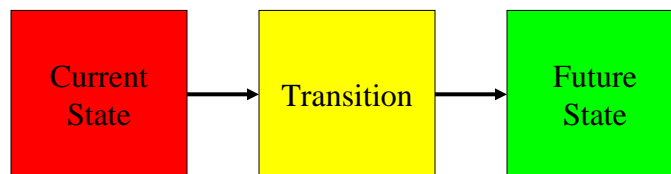
A workshop and forum dedicated to answering the question:

How do I deploy change management throughout my organization?

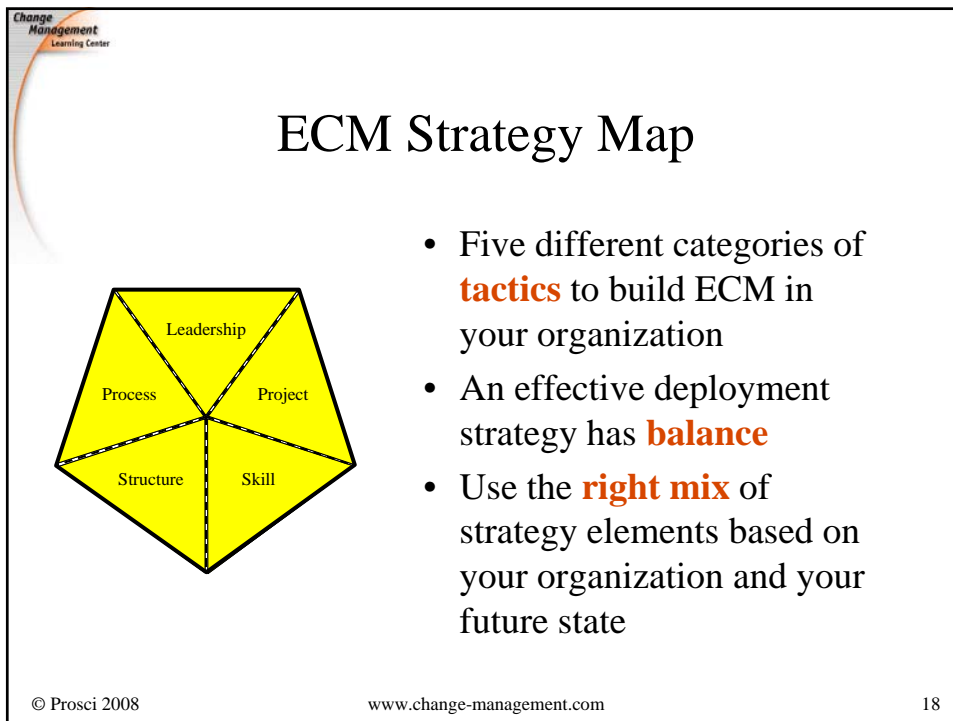
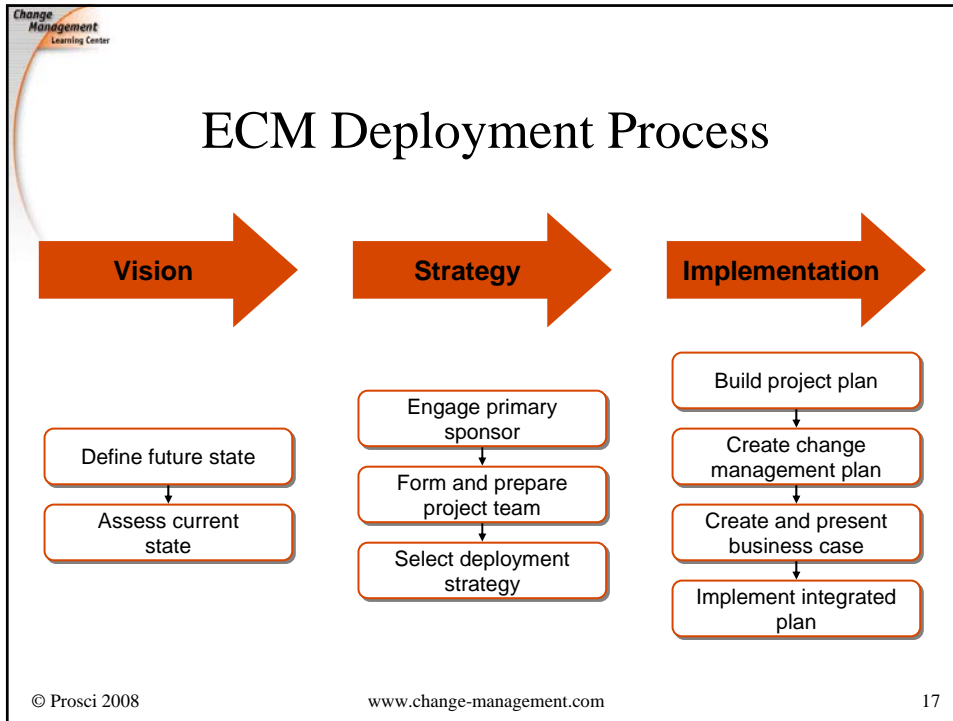
ECM Summit objectives

- Create a plan for bringing a **common approach** to change management into your organization
- Identify the most effective **strategies** and **tactics** for deployment in your organization
- Develop messages for building **support** and **buy-in** throughout the organization
- Share and learn from **others** taking on the same challenge in their organization

ECM is a change

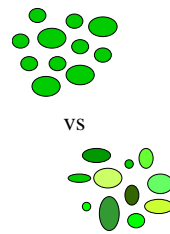
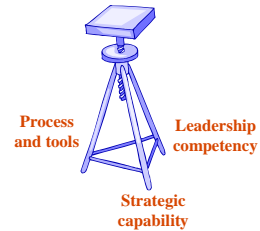


- Understand **current** and **future** states
- Prepare plans for **transition** state
 - Project management and change management



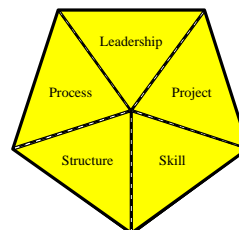
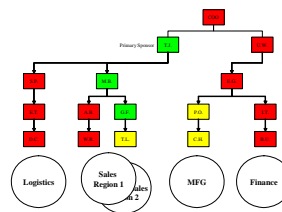
ECM Summit agenda Tuesday

- Morning
 - What is ECM?
 - Why ECM?
- Afternoon
 - ECM deployment principles
 - ECM process overview
 - Define ECM future state



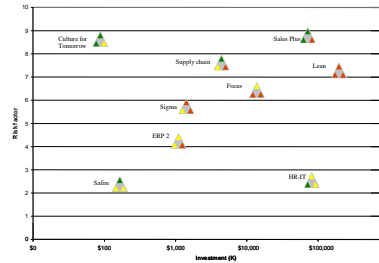
ECM Summit agenda Wednesday

- Morning
 - Assess ECM current state
 - Engage sponsor
 - Form and prepare team
- Afternoon
 - Select deployment strategy
 - Build project plan
 - Create CM plan



ECM Summit agenda Thursday

- Morning
 - Create/present business case
 - Managing the portfolio of change
- Afternoon
 - Implement integrated plan
 - Debrief
 - Graduation



Breakout sessions

- Summit Expedition team work
 - Work in **diverse** groups with others who are tackling the ECM challenge, including **case study** analysis
- Your own ECM deployment work
 - Apply **tools** and **templates** to your own situation and build an executive **presentation**

ECM Summit dates

- **May 6 – 8, 2008**
 - Participants should arrive before 6:00 PM on May 5th for a 'meet and greet' dinner
- Begins at 8:00 AM on May 6th
- Concludes at 3:00 PM on May 8th

Location

- **Peacefully Valley Ranch**
 - Located 75 miles (about 1 hour and 30 minutes) from Denver International Airport
- Make lodging arrangements directly with Peacefully Valley
 - Call 1-800-95-LODGE or visit www.peacefulvalley.com

Cost

- \$2500 for the first participant from your organization
 - Each additional person from your organization can attend for \$2000 (20% discount)
 - Cost does not include lodging costs

Materials

- ECM Toolkit
- ECM benchmarking study results
- Handouts, templates and worksheets

Next steps

- Email ecm@prosci.com to request a registration form for the 5th ECM Summit – May 6 – 8, 2008
- Call 970-203-9332 or email ecm@prosci.com with questions

End

(go to ECM Summit page)

- **Feedback from past participants**
 - “Excellent - really walking away with many key learnings and looking at my ECM plan very differently.”
 - “I would recommend it to others.”
 - “The program prepared me with the insights needed to evaluate and create an effective ECM strategy and plan.”
 - “This Summit was by far one of the best workshops I’ve ever attended.”
 - “Feel we got valuable content, tools and thinking on our ECM efforts in [COMPANY]. We are in better position to deploy.”
 - “Excellent program.”