

In the 2009 best practices benchmarking study, participants identified the use of a structured approach as the #3 contributor to success. An effective methodology should be easy to use, easy to implement and address both the organizational and the individual sides of change. Below is a one-page summary of Prosci's research-based methodologies for managing individual change (ADKAR) and developing the organizational tools to drive successful change. Email an analyst at changemanagement@prosci.com or call 970-203-9332 for more information.

Prosci Change Management Methodology Overview

Individual change management

Answers the question:

How one person makes a change successfully?

From Jeff Hiatt's ADKAR: a model for change

The secret to successful change lies beyond the visible and busy activities that surround change. Successful change, at its core, is rooted in something much simpler:

How to facilitate change with one person.

- A** Awareness of the need for change
- D** Desire to participate and support the change
- K** Knowledge on how to change
- A** Ability to implement required skills and behaviors
- R** Reinforcement to sustain the change

Reorients the work of the change management practitioner around the outcomes that need to be achieved.
Not build a communication plan, build awareness.

Organizational change management

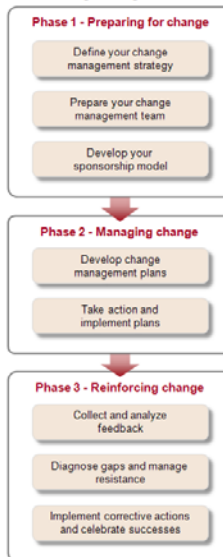
Process and tools for driving individual change

Input: A defined change to how the organization operates

Process: Preparing for, Managing, Reinforcing change

Output: Change management strategy and plans

Prosci Change Management Process



Phase 1: Preparing for change

- Change characteristics assessment
- Organizational attributes profile
- Group segmentation and impact
- Change management strategy
- Team structure
- Sponsor assessment and structure

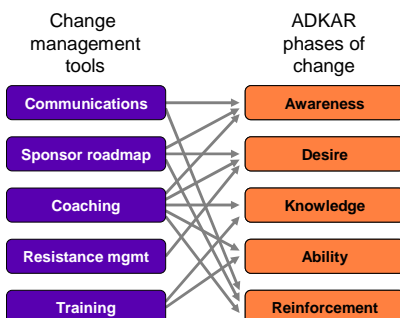
Phase 2: Managing change

- Communication plan
- Sponsor roadmap
- Training plan
- Coaching plan
- Resistance management plan

Phase 3: Reinforcing change

- Reinforcement mechanisms
- Compliance audit reports
- Corrective action plans
- Individual and group recognition
- Success celebrations
- After action review

Interaction of organizational and individual change management



ADKAR answers the question **“What are we trying to achieve?”** for the many activities of change management – makes change management activities outcome oriented.

Reorient:

From: I'm building a communication plan

To: I'm building awareness

Applying the methodology

Certification program: 3-day program applying the tools and methodology to one of your real projects as you learn them. Offered onsite or in open-enrollment programs at venues across the United States.

Hardcopy Change Management Toolkit: 3-ring binder plus CD-ROM with step-by-step instructions, templates and assessments. \$349

Online Change Management Pilot Pro 2010: Web-based tool with instruction and downloadable tools and templates. \$449

The power of Prosci's methodology is that it focuses the actions of change management (the process and tools of organizational change management) at the desired outcome at the individual level (Awareness, Desire, Knowledge, Ability and Reinforcement). There are three options for applying Prosci's methodology – the hardcopy Change Management Toolkit (3-ring binder plus CD-ROM), the online Change Management Pilot Pro 2010 and the 3-day certification program. Visit <http://www.change-management.com/bookstore.htm> for product information or <http://www.change-management.com/change-management-training.htm> for certification details.