

Change management is a tool used to enable and encourage people to change how they do their jobs as a result of the projects taking place in the organization. While there is not a “baseline” for calculating the ROI of change management, there are ways of showing how individual change – and hence change management – drive project ROI. Prosci’s **ROI and change management measurement webinar** addresses this critical topic. If you have questions, contact one of Prosci’s change management analysts at 970-203-9332 or changemanagement@prosci.com.

ROI and change management measurement webinar handout

Cornerstone is how one person makes a change to their job.



What I had done in my daily work before the change?

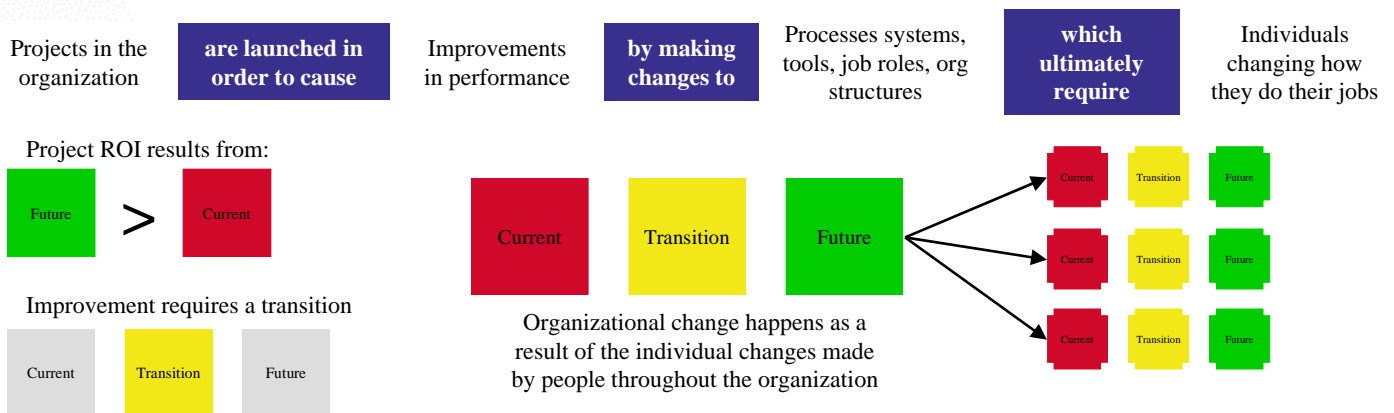
How I make the change to my daily work?

What I will be doing in my daily work after the change?

One person making a change to how they do their jobs is:

- The building block of Project ROI
- Key to what can/should be measured
- Central in the ROI of CM factors
- What change management ultimately influences when it is applied effectively

Build to Project ROI



ROI of change management model

Three human factors impact the ultimate value (ROI) a project delivers

- Speed of adoption – *how quickly?*
- Ultimate utilization – *how many?*
- Proficiency – *how effectively?*

Change management directly determines the three factors, driving ROI

Three ROI perspectives

- Cost avoidance
- Benefits realization insurance
- Likelihood of meeting objectives

Measurement model

Two points of view:

- Project perspective – *Organizational*
- CM perspective – *Individual*

Two timeframes:

- Process – *during the change*
- Outcomes – *after the change*

	Project	Individual
Process	Define it Measure it	Define it Measure it
Outcomes	Define it Measure it	Define it Measure it

Action steps

- 1) Make the connection
- 2) Show the consequences
- 3) Define the individual changes required by the efforts you support
- 4) Apply change management

Prosci offers a wide variety of tools to help you manage the people side of the organizational changes you support. Find out more about published and online tools at the bookstore (<http://www.change-management.com/bookstore.htm>) or about training opportunities for each level by calling 970-203-9332 or sending an email to training@prosci.com.