



Managed Change™ Academy

LAMARSH.COM

CHICAGO, ILLINOIS 60604 USA P. 877.823.7324



2019 - 2020 Academy Overview and Calendar

The Managed Change™ Academy is a comprehensive portfolio of change management learning, development, and training solutions for individuals, project teams and companies interested in learning more about change management or earning a certification AND organizations wishing to develop change capability. Offerings have been proven to deliver the skill, knowledge, and application experience necessary to prepare change practitioners to effectively meet the demands of their changing organizations.

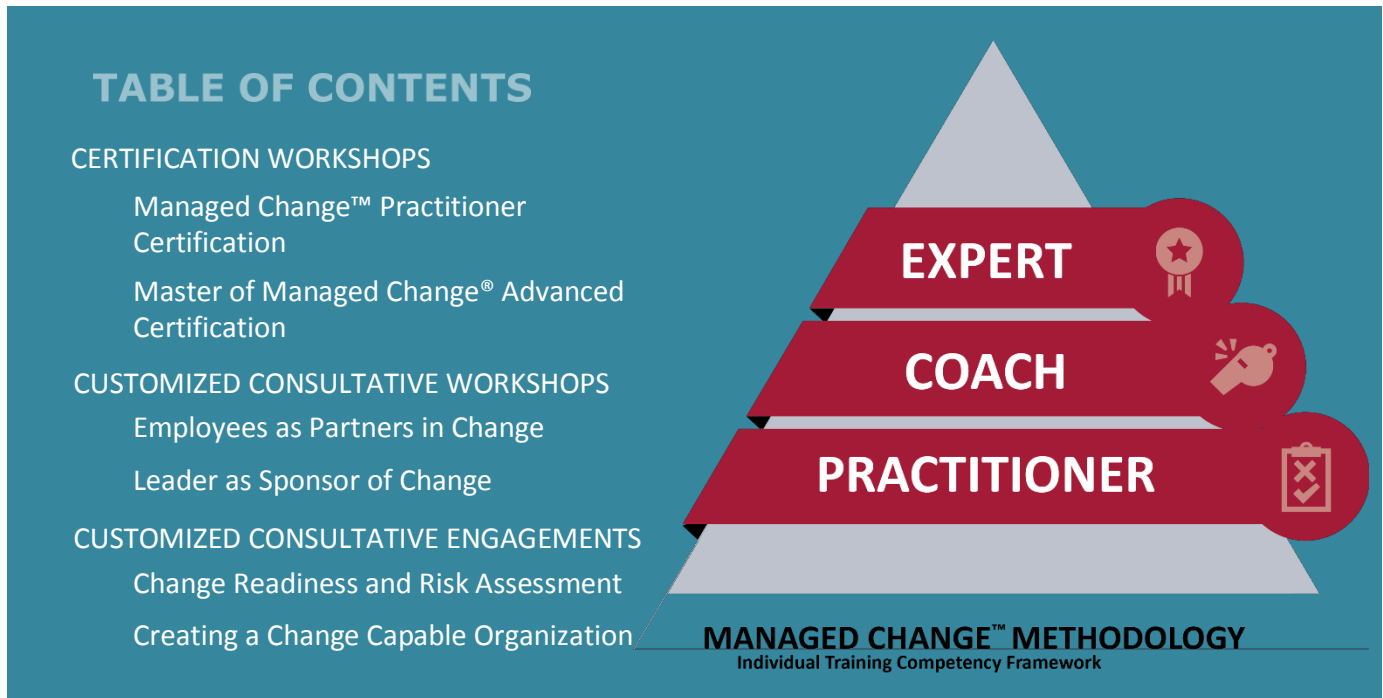
KEY FEATURES

- Public open enrollment events and on-site private programs
- LaMarsh Global offers contact hours as an ACMP QEP and a PMI REP
- Facilitators are experienced change consultants and practitioners
- Programs are designed to build change capability in individuals and organizations

EVENTS	DATES	LOCATION
Managed Change™ Practitioner Certification  	September 16-17, 2019	Washington, D.C.
	December 3-4, 2019	Miami, FL
	February 4-5, 2020	San Diego, CA
	April 21-22, 2020	Washington, D.C.
	May 12-13, 2020	Chicago, IL
	June 16-17, 2020	Nashville, TN
	September 21-22, 2020	Charlotte, NC
	November 3-4, 2020	Austin, TX
Master of Managed Change® Certification 	September 18-20, 2019	Washington, D.C.
	September 23-25, 2020	Charlotte, NC

TO REGISTER [CLICK HERE](#), to receive more information about these sessions, or to explore open enrollment opportunities visit www.lamarsh.com, call 877.823.7324 or email change@lamarsh.com

Table of Contents & Framework



Developing Change Competency and Organizational Capability

Successful change implementation requires that individuals and project teams have the skills and abilities needed to effectively apply change methodology and leverage change processes and tools.

LaMarsh Global Managed Change™ learning programs address the unique and complex responsibilities of change practitioners. Our learning offerings and certifications provide emerging practitioners with the knowledge and skill to apply the basics of the Managed Change™ Methodology and prepares them for advanced learning that will enable them for success in their roles as change coach and expert. Earning a LaMarsh Global Managed Change™ Practitioner and/or Master of Managed Change® Advanced Certification is an honored recognition for individuals who have met competency requirements and have become qualified to lead change implementations.

A LaMarsh Global Certification is centered on three key requirements:

1. **Education:** Participation in a workshop
2. **Experience:** Demonstration of the ability to apply the methodology and tools
3. **Examination:** Completion of a simulation, case studies, and an exam with minimum scores of 85%

Successful, progressive, innovative organizations effectively leverage the change competency developed in their leaders, employees and partners and continuously modify organizational strategies to manage, reinforce and sustain change capability.

The ability for organizations to successfully manage change is a competitive advantage and a market differentiator. Organizations that decide to leverage LaMarsh Global certifications earned by change practitioners, coaches and experts as a foundation for building change management capability will be more successful in meeting business goals and objectives.

The foundation of building change capability is adopting a change methodology and leveraging an enterprise license that authorizes organizations to fully integrate change management into strategies and processes. Emerging change capable organizations must also recognize and accommodate the need for individual and team competency development as well as expert coaching, consulting, and assessment support.

LaMarsh Global offers those organizations committed to building real capability a full range of learning programs as well as change management coaching and consulting support.

To learn more about LaMarsh Global change management learning programs and other organizational change capability development opportunities, contact LaMarsh Global at (877) 823-7324 or email us at change@lamarsh.com.



Managed Change™ Practitioner Certification

PARTICIPANTS Change practitioner and/or project team member responsible for developing/implementing change plans

PREREQUISITES None

PRICING \$2650

PROGRAM LOGISTICS

Length: 2 days

Location: Consult schedule

Materials: Managed Change™ Practitioner Guide, Certification Workbook and digital Managed Change™ tools and templates

*Customized training programs are available for organizations

Certification Objectives

- Develop a working knowledge of the Managed Change™ Methodology
- Identify the risks impacting successful change
- Design and implement a change strategy and plan
- Define and manage the impact of culture and history on successful change implementation
- Assess and enhance the skills of executives, managers and supervisors responsible for leading change
- Design Communication, Learning, Reinforcement, and Leader Support action plans addressing stakeholder risks
- Develop plans to monitor change results making sure desired business outcomes are satisfied

Managing the Transition

- Impact of multiple changes
- Organizational performance through transition
- Documenting and mitigating risk

DAY TWO

Stakeholders: Leaders, Change Practitioners and People Affected by Change

- Stakeholder roles and responsibilities
- Assessing and developing key roles
- Stakeholder acceptance

Learning, Communication, Reinforcement, and Support of Leaders

- Stakeholder education and training
- Current, Transition, and Desired State communication plans
- Reward and reinforcement strategies

Change Plan Implementation

- Risk mitigation
- Plan implementation challenges
- Change and project management integration

Sustaining Performance

- Exit strategy
- Transition performance responsibility
- Monitoring and sustainment strategies

Experience

Managed Change™ Application

- Candidate is assigned a LaMarsh Global coach
- Candidate applies the methodology to a real change happening in their organization
- Candidate prepares and submits documentation to showcase impact and application abilities

Examination

Candidate scores minimum 85% on skill and knowledge examination

Develop and implement change management strategies and plans

The Managed Change™ Practitioner Certification Program is designed to provide emerging change management practitioners the opportunity to learn the Managed Change™ Methodology and apply the concepts and tools to real changes happening in their organizations. Certification has three key requirements:

Education – Candidates participate in a two-day workshop learning and practicing the Managed Change™ Methodology, processes and tools.

Experience – Candidates will work virtually to develop and implement Change Plans demonstrating their ability to apply the Methodology to changes happening in their organizations.

Examination – After successful completion and documentation of their Change Plans, participants are evaluated on their skill and knowledge.

Education

DAY ONE

An Overview of the Change Process

- Managed Change™ defined
- Achieving a return on investment
- The Managed Change™ Model

Identify the Change

- Change Project Initiation Assessment
- The case for change and approach
- Decision making structure
- Change project schedule
- Sources of risk

The Stages of Change

- Current - Delta - Desired States
- Risk/reward analysis
- Profile of a well-managed change





Master of Managed Change™ Advanced Certification

MODEL AGNOSTIC WORKSHOP

The content, activities and simulations presented in this workshop are model agnostic and not dependent on your knowledge of the Managed Change™ Methodology.

PARTICIPANTS Experienced change practitioners responsible for planning and implementation of major transactional and/or transformational changes

PREREQUISITES The candidate must have...

- Successfully completed an ACMP recognized and/or LaMarsh Global approved foundational change management certification
- A minimum of one-year experience applying change management

PRICING \$3450

PROGRAM LOGISTICS

Length: 2.5 days classroom plus project application performed virtually

Location: Consult schedule

Materials: Master of Managed Change® Guide, Certification Project Workbook and digital tools and templates

Coach change practitioners and lead change projects

The Master of Managed Change® Certification Program is an advanced learning program designed for individuals who seek a deeper understanding of change methodology and whose role will be to lead, coach and build organizational change capability.

Certification is granted after completion of a 2½ day workshop, completion of an examination testing knowledge and application of advanced change concepts and tools, AND submission of a Master Project Workbook demonstrating ability to lead and coach change practitioners and leaders.

Certification Objectives

- Understand how and when to apply advanced change processes and tools
- Demonstrate the customization of multiple change methodologies, philosophies and tools
- Coach change methodology implementation
- Collect and analyze risk data for predicting, measuring and monitoring success
- Assess personal consulting competencies and create a personal development plan
- Triage, scope, prioritize and resource change projects
- Design and implement a strategy and plan to establish organizational change capability

Education

DAY ONE

Change Management Methodology

- Review change methodologies and philosophies
- Discuss *101 Change Application Questions*
- Create change methodologies/tools personal knowledge profile and development plan

Change Management Strategy Simulation

- Scope and triage change projects
- Scale and customize methodologies and tools
- Develop Change Strategy documents

Develop Organizational Change Capability

- Profile a change capable organization
- Explore Change Maturity Models
- Establish Centers of Excellence and Communities of Practice
- Assess your organization's change capability and/or readiness

DAY TWO

Change Management Application Practice

- *Solving Change Challenges* simulation

Organizational Readiness for Change Simulation

- Profile a change ready organization
- Collect, analyze and report data
- Customize readiness assessment tools

DAY THREE

Design the Change Capability Strategy and Plan

- Define the required Desired State, infrastructure and governance
- Build competency, coach, consult and establish capacity and capability
- Assess and develop consulting competency
- Manage, nurture and sustain established change capability



Experience

- Candidate is assigned a LaMarsh Global coach
- Candidate applies the methodology to a real change happening in their organization
- Candidate prepares and submits documentation to showcase impact and application abilities

Examination

Candidate scores minimum 85% on skill and knowledge examination



Employees as Partners in Change

- A Customized Consultative Workshop -

PARTICIPANTS Employees who are stakeholders in an organizational change impacting them

PREREQUISITES None

PRICING Adjusted to reflect customization

PROGRAM LOGISTICS

Location: On-site client locations

Materials: Partner in Change Guide, customized curricula

Length: 2 to 4 hours

CUSTOMIZATION A situational orientation will be conducted to gain an understanding of the culture and history of the organization and the potential impact on employee adoption of change.

Program Objectives

- Gain insight into personal orientation to change the impact on their outlook and reaction when faced with change
- Learn how emotions and culture impact behavior
- Develop coping skills to learn to live more comfortably in a world of constant change

Program Content

An overview of the change process

Understanding and addressing employee needs thru the change process

The role of leaders, change practitioners and employees

Building a partnership between employees and leaders

Transition employees from 'Victims' to Partners in the Change Process

Employees attending the workshop will become proactive and understand their role in the change process. They will assess their reactions and emotional issues to change and will develop a personal approach to change that will reduce stress and increase the probability of successful organizational change.





Leader as the Sponsor of Change - A Customized Consultative Workshop-

PARTICIPANTS Executives, senior management, leadership teams, leaders of change

PREREQUISITES None

PRICING Adjusted to reflect customization

PROGRAM LOGISTICS

Location: On-site client locations

Materials: A Leader's Guide to Managing Change, customized curricula

Length: 2 to 4 hours

CUSTOMIZATION A situational orientation will provide a leadership change profile and an understanding of the organization, the business vision/mission/ goals, unique needs and issues, and an overview of the current change initiatives.

Lead organizational change and sponsor the implementation

The program is both a change management learning and a customized working session designed for executives and leadership teams who recognize the value of change management and want to make it a critical business tool for their organization. Leaders will experience applying change methodology to increase the success rate of their changes. Each session is tailored to meet the organization's unique business and/or industry needs and is presented in a consultative format.

Program Objectives

- Consult to a specific change initiative while presenting change leadership methodology, strategy, tools and techniques.
- Explore the value of change management in achieving organizational transformation and strategy implementation
- Define the role and responsibilities as leaders of change
- Develop effective techniques to lead change
- Learn and apply tools and techniques to reduce risk and increase the probability of success

Program Content

Develop a strategy to lead your change effectively and efficiently

Change management value proposition

Role of leaders in the change life cycle

Change methodology, tools and techniques

Risk mitigation



Change Readiness and Risk Assessment - A Customized Consultative Engagement -

PARTICIPANTS Experienced change practitioners responsible for scoping and leading change management planning and implementation for large scale projects and monitoring and reporting organizational readiness and risk throughout the life cycle of change

PREREQUISITES None

PRICING Customized Consulting Contract

PROGRAM LOGISTICS

Location: On-site workshops and virtual support

Materials: Change Readiness and Risk Assessment Toolkit and customized curricula and consulting package

Length: Defined consulting contract

CUSTOMIZATION A situational orientation will provide the data required to negotiate the essential competency development and consulting support contract.

Leverage data to manage organizational change readiness and risk

Risk data identification, collection, analysis and action are at the core of successful change management. This customized consultative engagement develops key stakeholder competency to define and implement the strategies and techniques that are critical to effectively and efficiently manage risk data and validate stakeholder acceptance through the life cycle of the change.

Change team members will be trained and coached by our experienced consultants to design, develop and implement change readiness and risk assessments. The program is customized to address the immediate assessment needs of the client through application of the concepts and tools to an existing change.

Engagement Objectives

- Understand foundational change management data collection strategies and techniques related to assessing change readiness and risk
- Evaluate and analyze data and document conclusions derived from the review of artifacts, observations, surveys and focus groups
- Create and implement a strategy and plan for assessing change readiness and risk
- Coach change practitioners and leaders in their roles and responsibilities

Engagement Activities and Outcomes

A consultant will meet with the change team to evaluate the status of the change and identify appropriate data collection and analysis tools. Outcomes of these discussions will be incorporated into a workshop and supporting consulting engagement activities.

Competency development consultative workshop

Data collection and assessment leveraging appropriate strategies techniques and tools

Risk identification and sources

Risk assessment strategy and plan development

Assessment strategy and plan implementation

Reporting Observations, Findings and Recommendations



Creating a Change Capable Organization - A Customized Consulting Engagement -

PARTICIPANTS Experienced change practitioners responsible for creating a change capable organization.

PREREQUISITES Leadership commitment to developing a change capable organization

PRICING Customized Consulting Contract

PROGRAM LOGISTICS

Location: On-site workshops and virtual support

Materials: Leader's Guide to Creating a Change Capable Organization, customized curricula

Length: Defined Consulting Contract

CUSTOMIZATION A consulting contract will define the employee, change practitioner and leader competency and the organizational change capability development requirements.

Establish change management capability across the enterprise

The consultative engagement is the cornerstone activity in creating an organization that is capable, competent and confident to implement and sustain change regardless of scope or complexity. Change team members and leaders will be trained and coached by our experienced consultants to develop and implement a change capability development strategy and plan for the organization.

The engagement is customized to identify and leverage the unique strengths and needs of each organization as it adopts, integrates, and implements change management methodology into standard business practices and organizational strategy execution.

Engagement Objectives

- Understand the value proposition of establishing a change capable organization
- Define the organization's current level of change capability and identify the action steps necessary to achieve full maturity
- Establish the decision-making structure, including roles and responsibilities of leaders, change practitioners and others affected by the change in creating, sustaining and evolving a change capable organization
- Establish a Center of Excellence and Communities of Practice
- Create and implement the strategy and plan for building a change capable organization
- Provide the expertise, coaching and consulting support required to create organizational change capability

Engagement Activities and Outcomes

A consultant will meet with the change team and organizational leaders to validate the goals and objectives for establishing change management organizational capability and document the Desired State. The overall business vision/mission/goals will be incorporated into an engagement customized to address the unique requirements.

Competency development consultative workshop

Plan and strategy to develop a change capable organization

Established governance, roles and responsibilities

Center of Excellence and Communities of Practice

Implement and sustain organizational capability





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