Welcome to Change Proud

Helping you deliver business change to be proud of

CHANGE PROUD

Introduction

Change Proud is a comprehensive change management training and resources programme, bringing you step-by-step guidance for delivery of best practice change management.

Who will benefit from this training?

Anyone expected to manage, deliver, or understand the components and implications of executing organisational change will benefit from this training.

If you are completely new to change management, the detailed approaches and templates will allow you to develop your own knowledge and skills in order to confidently execute change.

If you are already experienced in change management the training will serve as a useful refresher, as well as a guide against which you can benchmark your efforts.

The training can also be used for educating business stakeholders as to the purpose of change management and the activity involved, which can assist with buy-in and support for change-related investment.

Programme Overview

This training consists of 8 Change Management Training Modules

- **Each training module contains a training pack and an accompanying explainer video which walks you through the training content for the module.** *For an optimal learning experience, <u>we recommend you read the training pack material first and then watch the accompanying video for each module.</u>*

- The modules are organised in sequential order, and if you are entirely new to change management, we recommend you follow the order prescribed. However, it is also possible to pick and choose amongst the modules if you'd like to focus on particular topics.

- As part of this training, you also have access to **8 editable templates,** located on the training and resources member page.

Programme Modules

Module 1 – Programme Introduction- *this module!*
How to use the training packs & explainer videos

Module 2 - What is change management?
Change management theory; the importance of managing change; and critical success factors

Module 3 - Creating the vision for change
Programme vision; leadership alignment; case for change; change strategy & plan; change governance & team roles

Module 4 - Assessing the impact of change
Stakeholder assessment; Change Impact Assessment; and Change Readiness Assessment

Module 5 - Transforming behaviour (change lever 1)
Communications & engagement

Module 6 - Transforming behaviour (change lever 2)
Training & learning

Module 7 - Transforming behaviour (change levers 3 & 4)
Leadership role modelling & Change Ambassadors

Module 8 - Sustaining performance
Measuring the effectiveness of change; embedding transformational change; and building organisational change capability

Create the VISION

Sustain PERFORMANCE

Assess the IMPACT

Transform BEHAVIOUR

This training programme is based on the Proud Consulting Change Management Framework, created as a result of 20 years experience in business transformation and change. It's been designed to help you understand and manage change in an organised and practical way.

The Change Management Framework breaks change management down into **four simple components,** enabling you to navigate through the required activity step-by-step.

The four components of the Change Management Framework

Helping you go from vision to performance outcomes

Create the VISION

Build a compelling and inspiring vision of the future, to which leaders are committed, and define a clear strategy and path for achieving it.

Create the future vision

Align leaders

Build a strategy & plan

Assess the IMPACT

Create the foundations for positively engaging impacted populations and drive readiness for change through a true understanding of the current state.

Identify stakeholders

Assess the impacts

Determine readiness

Transform BEHAVIOUR

Implement the new reality for employees and deliver a programme of learning and support that embeds commitment to new ways of working.

Communicate & engage

Develop capability

Lead through change

Sustain PERFORMANCE

Measure progress, celebrate and build on successes and look beyond immediate horizons to sustain future performance.

**Track progress**

Measure benefits

Sustain for the future

Step-by-step change management

The training modules will guide you through the four components of the Change Management Framework, providing a detailed explanation of the purpose of each step, the activity required, and the outcomes achieved.

Create the VISION	Assess the IMPACT	Transform BEHAVIOUR	Sustain PERFORMANCE
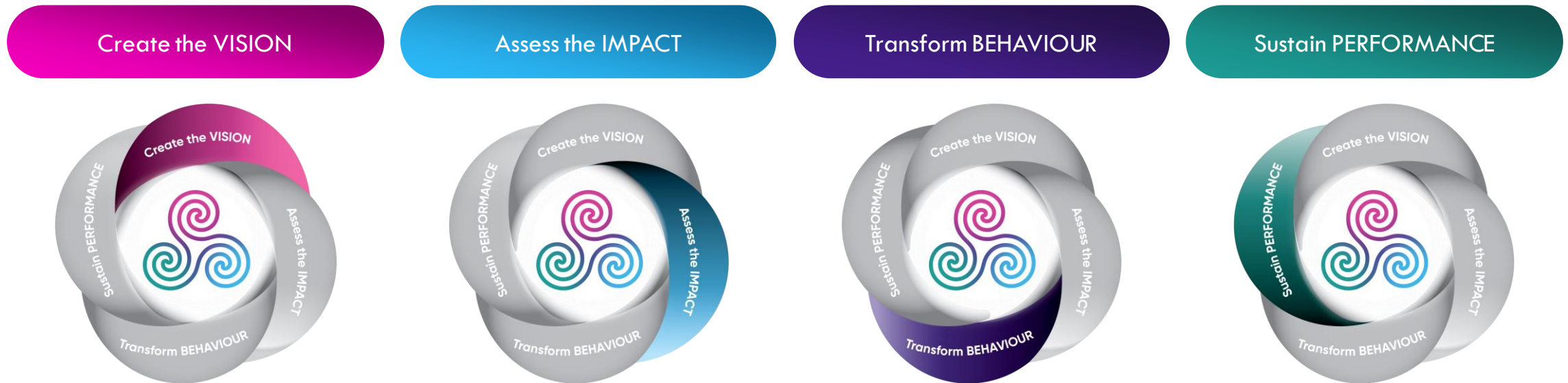
Whilst the four components above are expressed as linear, **change management is an iterative activity** since there are dependencies between each component, and activities are often delivered simultaneously. You may therefore **need to go back and forth between steps in a non-sequential** fashion when delivering a change programme. Please also bear in mind that the scope of change activity required will vary depending on the size and scale of your particular change programme.

Explainer video 1: Programme Introduction
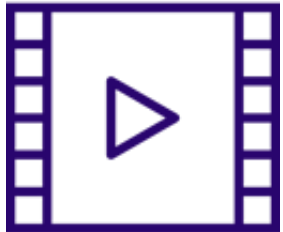
You may now watch **Explainer Video 1: Programme Introduction** (02:53 min) for further explanation of this module's content. You will find all explainer videos on the training and resources member page.

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