



Change Management



Enhance your ability to embrace and successfully manage the impact of change.

Dealing with change and more importantly, the impact of change is a high priority for all organizations.

The APMG-International Change Management course is explicitly designed to help managers, change practitioners and employers define and practice change management successfully and to develop change management maturity within their organizations.

This certification offers practical tools, techniques and models to support any change initiative.

/ WHAT IS

The Change Management certification has been developed by APMG-International in partnership with the Change Management Institute (CMI), an independent, global professional association of change managers.

Together they have developed a professional 'body of knowledge' for the discipline of change management.

The qualification has Foundation and Practitioner levels.

/ TARGET AUDIENCE

This certification would be of interest to all individuals who contribute in various ways to the process of change management, including:

- Recognizing the need for change and defining that change
- Assessing the organization's capability and capacity for change
- Acquiring resources, planning change and assessing its impact
- Equipping people with appropriate knowledge, skills and attitudes
- Communication & managing change projects and measuring change progress;
- Facilitating and/ or managing groups working on change initiatives

/ APPROACH & DURATION

This is a 4-day event with the Practitioner exam on the morning of the fifth day.

Classroom or virtual, the change management certification covers the whole change process, from concept to implementation. Training is delivered by an experienced and accredited trainer in a constructive, interactive and practical workshop style with team exercises, input sessions and discussions.

/ GAINING CERTIFICATION

Foundation

The purpose of the **Foundation** certification is to confirm that a candidate has sufficient knowledge and understanding of Change Management to work as a member of a team working on an organizational change initiative. The Foundation certification is a pre-requisite for the APMG Practitioner certification.



Practitioner

The purpose of the **Practitioner** certification is to confirm whether the candidate has achieved sufficient know-how to lead, apply and tailor Change Management guidance in a given organizational change situation.

A successful Practitioner candidate should be able to apply the Change Management approaches and techniques to any change initiative. Their individual Change Management expertise, complexity of the change initiative and the support provided for the use of Change Management approaches in their work environment will all be factors that impact what the Practitioner can achieve. Successful candidates will have fulfilled the knowledge requirements for Change Management Institute accreditation.

The Change Management Certification is an internationally recognized Professional Qualification.

/ BENEFITS

For Individuals – all about 'know how'

- Understand the human side of change and know how to help people deal more effectively with change.
- Understand the various types of change that affect organizations and be able to draw on a range of professional approaches to support the effective delivery of the organization's desired outcomes from each change initiative.
- Know how to identify and work with the stakeholders in a change initiative.
- Know how to assess the impacts of change, to develop effective change teams and to recognize and address resistance to change.
- Understand the process of sustaining change and know how to embed a change initiative as the new 'business as usual'.

For Organizations – all about delivery

- Build the organization's capability and capacity to deal successfully with change, improving agility whilst following sensible techniques to keep the "change energy" positive and at the right level.
- Increase the probability of successful business change/transformation – supporting strategic direction.
- Minimize risks (costs, delays, loss of employee engagement, reputation) associated with failed initiatives.
- Develop and sustain employee commitment and alignment with organizational purpose during times of change.
- Build and maintain the engagement of internal and external stakeholders with new initiatives.
- Manage more effective change communications with internal and external constituencies so that change is understood and supported.
- Improve assessment of change impact, integrated change planning and successful embedding of change into the life of the organization.

/ CONTENT

- A change management perspective
- Defining change
- Managing benefits: Ensuring change delivers value
- Stakeholder strategy
- Communication and engagement
- Change readiness, planning and measurement
- Project management: Change initiatives, projects and programmes
- Education and learning support
- Sustaining change
- Organizational considerations

/ OUTCOMES

- Understand how individuals are impacted by change and be able to develop strategies to help people through change
- Develop insights into how organizations work, organizational culture and the models and processes of change
- Understand the drivers of change, the change governance structures typically used in organizations and how to define a change vision
- Appreciate how to prepare people for change and support their learning and motivation to change
- Learn about the stakeholder engagement process and how to develop suitable communications strategies and plans
- Appreciate the impact of change on organization, how to build momentum for change and sustain it
- Understand the importance of defined change roles, and how to build and support an effective change team.
- Understand the key principles in defining what is to be learned by all involved in a change initiative
- Learn about the organizational 'levers', adoption approaches and reinforcing systems typically used to sustain change, so that it becomes embedded in an organization.