

Prosci Change Management Certification Program

Duration: 3 Days

Prerequisite

The program is open to professionals from any domain and does not require prior change management or technical expertise.

Program Structure

Day 1: Foundations of Change Management & ADKAR

1. Introduction to Change Management

- Why change initiatives fail: the human dimension
- Change management versus project management
- Organizational change in digital, regulatory, and IT-driven environments
- Business value of structured change management

2. Overview of the Prosci Methodology

- Prosci research foundation and evidence-based approach
- The Prosci Change Triangle: Leadership, Project, and Change
- Enterprise change maturity

3. ADKAR Model – Conceptual Framework

- Overview of the ADKAR elements
- Individual change versus organizational change
- Mapping ADKAR to business outcomes

4. ADKAR in Practice: Awareness & Desire

- Building awareness of the need for change
- Creating desire through leadership and sponsorship
- Identifying resistance drivers
- Case-based discussions and practical exercises

5. Roles and Responsibilities in Change Management

- Roles of sponsors, managers, and change practitioners
- Accountability and ownership models
- Common sponsor challenges and mitigation strategies

Day 2: Applying Prosci Tools & Managing Resistance

6. Knowledge & Ability: Enabling Effective Change

- Training strategies aligned to ADKAR
- Coaching and performance support mechanisms

- Bridging the gap between knowledge and ability

7. Change Impact Assessment

- Identifying impacted stakeholder groups
- Assessing the degree and nature of change impacts
- Translating impacts into targeted ADKAR actions

8. Stakeholder Analysis & Engagement

- Stakeholder identification and mapping techniques
- Communication needs assessment
- Developing targeted communication plans

9. Managing Resistance to Change

- Root causes of resistance
- Proactive versus reactive resistance management approaches
- Manager-led resistance mitigation strategies

10. Reinforcement & Sustainment

- Measuring adoption and sustained usage
- Reinforcement mechanisms including KPIs, recognition, and governance
- Preventing regression and ensuring sustainability

Day 3: Change Strategy, Planning & Integration

11. Developing the Change Management Strategy

- Assessing change characteristics and associated risks
- Selecting appropriate change management approaches
- Aligning change strategy with organizational culture

12. Integrated Change Management Planning

- Core components of a change management plan
- Integration with project and program plans
- Defining milestones, timelines, and ownership

13. Measuring Change Effectiveness

- Change performance measurement frameworks
- Adoption, usage, and proficiency metrics
- Linking change outcomes to business performance

14. Embedding Change Management within the Organization

- Building sustainable change capability
- Change management governance models
- Scaling the Prosci methodology across portfolios and programs