

Table of Contents
Certified Change Management Professional
Duration: 5 days

Day 1: Foundations of Change Management & CCMP Framework

Module 1: Understanding Organizational Change

- **Definition: Change vs Transition vs Transformation**
- **Types of change:**
 - **Strategic transformation**
 - **Process improvement**
 - **Technology/digital change**
 - **Cultural change**
- **Drivers of change in modern organizations (digital disruption, globalization, competition)**
- **Cost of failed change initiatives (case insights)**

Module 2: Introduction to CCMP & Change Management Standards

- **Overview of CCMP certification structure and eligibility**
- **ACMP Standard: Purpose and importance**
- **Method-neutral vs methodology-driven approaches**
- **Key principles of effective change management**
- **Ethics and professional conduct in change management**

Module 3: Change Management Lifecycle (Process Groups)

- **Overview of the 5 Process Groups:**
 1. **Evaluate Change Impact & Organizational Readiness**
 2. **Formulate Change Management Strategy**
 3. **Develop Change Management Plan**
 4. **Execute Change Management Plan**
 5. **Complete Change Management Effort**
- **Integration with project management & business strategy**

Module 4: Roles & Governance in Change

- **Key roles:**
 - **Executive Sponsor**

- Change Manager
- Project Manager
- People Managers
- Governance models and decision frameworks
- Leadership alignment and accountability

Activity

- Case Study Analysis: Why change initiatives fail

Day 2: Change Impact & Organizational Readiness

Module 1: Change Impact Analysis

- Identifying impacted processes, systems, and people
- Impact mapping techniques
- Depth vs breadth of change
- Tools:
 - Heat maps
 - Impact matrices

Module 2: Organizational Readiness Assessment

- Dimensions of readiness:
 - Leadership alignment
 - Culture & mindset
 - Change capacity
- Readiness assessment tools and surveys
- Gap analysis and interpretation

Module 3: Stakeholder Identification & Analysis

- Identifying stakeholder groups
- Stakeholder mapping:
 - Power vs interest grid
 - Influence-impact mapping
- Stakeholder personas
- Anticipating stakeholder reactions

Module 4: Risk & Resistance Identification

- **Types of change risks:**
 - **Strategic**
 - **Operational**
 - **Behavioral**
- **Early signs of resistance**
- **Barriers to adoption**

Activity

- **Workshop: Conduct stakeholder mapping & readiness assessment**
-

Day 3: Change Strategy & Planning

Module 1: Formulating Change Management Strategy

- **Aligning change with organizational vision**
- **Sponsorship strategy:**
 - **Building active and visible sponsorship**
- **Stakeholder engagement strategy**
- **Communication strategy design**

Module 2: Developing the Change Management Plan

- **Key components:**
 - **Communication plan**
 - **Stakeholder engagement plan**
 - **Training plan**
 - **Resistance management plan**
- **Integration with project lifecycle**

Module 3: Communication Planning & Execution Design

- **Crafting impactful change messages**
- **Storytelling in change communication**
- **Selecting channels (digital, leadership forums, town halls)**
- **Communication cadence planning**

Module 4: Learning & Capability Development

- **Training needs analysis (TNA)**
- **Designing learning journeys**

- **On-the-job reinforcement strategies**
- **Coaching managers for adoption**

Activity

- **Group Exercise: Create a structured Change Management Plan**
-

Day 4: Executing & Managing Change

Module 1: Change Implementation & Governance

- **Execution frameworks**
- **Governance structures and escalation paths**
- **Aligning change with Agile and traditional models**

Module 2: Stakeholder Engagement in Action

- **Driving engagement across levels**
- **Influencing without authority**
- **Managing senior stakeholders**

Module 3: Managing Resistance to Change

- **Psychology of resistance**
- **Emotional change curve (Kubler-Ross adaptation)**
- **Techniques:**
 - **Empathy-based engagement**
 - **Coaching conversations**
 - **Negotiation and alignment**

Module 4: Monitoring & Measuring Change

- **Key metrics:**
 - **Adoption**
 - **Utilization**
 - **Proficiency**
- **Designing dashboards and KPIs**
- **Feedback loops and course correction**

Activity

- **Role Play: Handling resistance and difficult conversations**
-

Day 5: Sustaining Change & Certification Readiness

Module 1: Sustaining & Reinforcing Change

- **Embedding change into culture**
- **Reinforcement mechanisms:**
 - **Rewards & recognition**
 - **Leadership reinforcement**
- **Preventing regression**

Module 2: Benefits Realization & ROI

- **Linking change to business outcomes**
- **Measuring ROI of change initiatives**
- **Continuous improvement frameworks**

Module 3: Closing the Change Initiative

- **Transitioning to business-as-usual (BAU)**
- **Documentation and knowledge transfer**
- **Lessons learned and retrospective analysis**

Final Capstone Activity

- **End-to-End Simulation:**
 - **Diagnose change scenario**
 - **Develop strategy**
 - **Build plan**
 - **Present execution roadmap**