



About the workshop

Executive sponsorship has been cited as the greatest contributor to successful change in all of Prosci's benchmarking studies—by a three-to-one margin.

This half-day programme provides senior leaders with the knowledge and ability to improve change outcomes.

Leveraging an organisation's current strategic change portfolio, we demonstrate the critical connection between effective change management and achieving business results.

Who should attend?

The Change Management Sponsor Briefing is for senior executives and organisational leaders who are responsible for strategic initiatives and organisational performance.

What will you learn?

During the Prosci Change Management Sponsor Briefing, executives will:

- ▶ Gain an appreciation for their role as a sponsor from a senior Prosci facilitator with executive experience to reinforce learning in a peer-to-peer context
- ▶ Clarify the role of senior leaders as sponsors in times of change
- ▶ Assess their level of competency in sponsoring and leading strategic changes
- ▶ Understand how effective change management improves organisational results
- ▶ Learn how to position themselves and their projects for strategic success
- ▶ Learn immediately applicable tactics for becoming a more active and visible sponsor
- ▶ Explore best practices research on the connection between sponsorship, the people side of change, and achieving organisational results
- ▶ Evaluate their current change portfolio to identify project and people-side risk
- ▶ Understand how to ensure adequate resourcing for change management at the initiative and project levels

“Clear, Actionable, Passionate”

Charles Charles – an attendee at a recent CMC Prosci Sponsor Briefing

AGENDA FOR THE HALF-DAY

The connection between change management and business results

The business case for change management

Change management benchmark and best practices data

Positioning for successful outcomes

How to position sponsors for sponsorship success

How to position projects for strategic success

How to position organisations for change success

Change models: Prosci 3-Phase Process and Prosci ADKAR® Model

Critical roles in leading change

Organizational change maturity

YOU WILL RECEIVE ...

Programme workbook, handouts and assessments

Best Practices in Change Management – 11th Edition Excerpt

One-year subscription to digital content in the Prosci Hub Solution Suite, including:

> *Research Hub*

Best Practices in Change Management – 11th Edition Applications of ADKAR

*“Active & visible sponsorship is the number one contributor to overall project success.”

* Prosci Best Practice Report

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