



**CHANGE  
DEFINITION**

*Accelerator*  
**FOR CHANGE**

# A SNEAKY PEEK AT THE WORKSHOP

# On today's webinar



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Change Management  
Consultant



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Producer

A couple of housekeeping notes...

*We will be using polleverwhere to enable interaction – please open a browser ideally on a mobile device and go to [pollev.com/cmsteve](https://pollev.com/cmsteve)*

*If you have a question, feel free to chat them as we go using the Q&A pane. We'll answer questions towards the end of the webinar*



# What will we cover today?

- A little bit about CMC Partnership Global and little bit about YOU
- Why we should care about Change Definition
- What the CMC Change Definition workshop is & How it Brings Value
- Who should attend
- Your questions & next steps



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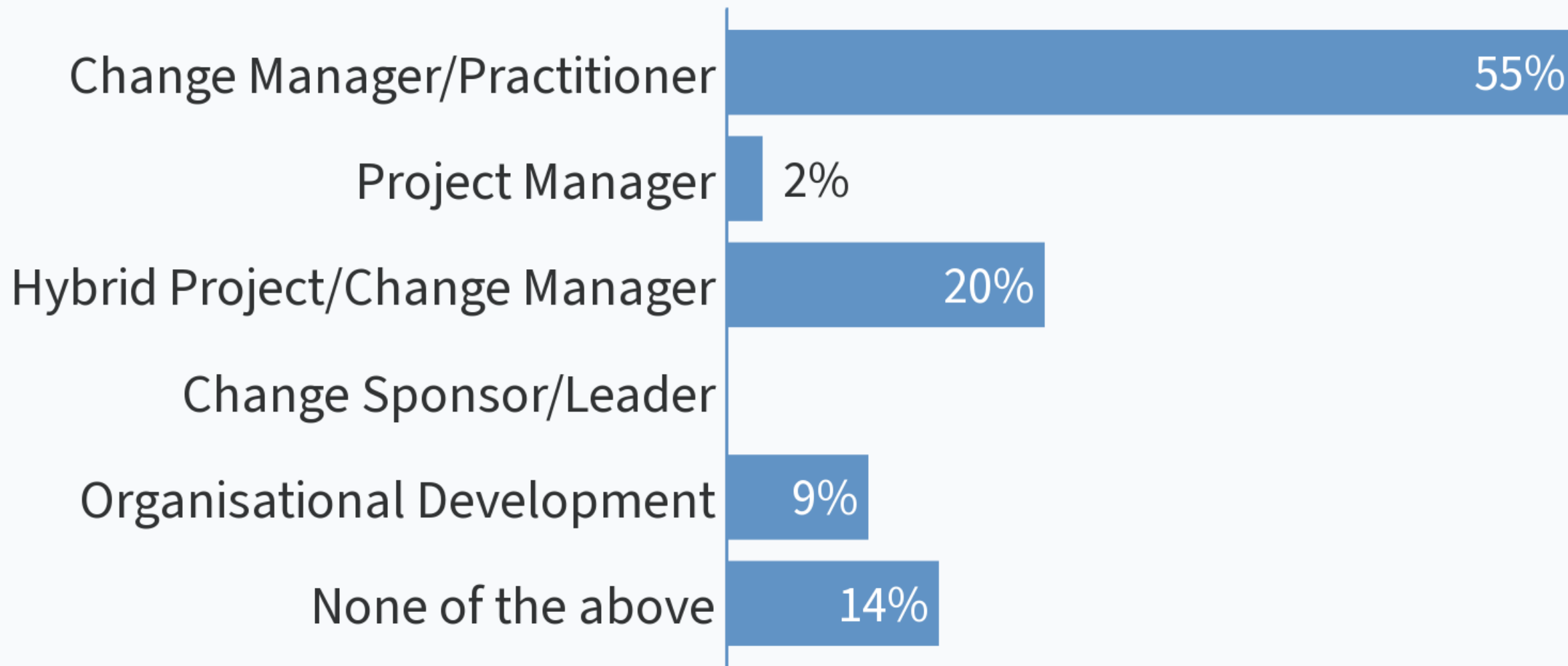
# About CMC Partnership Global

*Change for good, together*

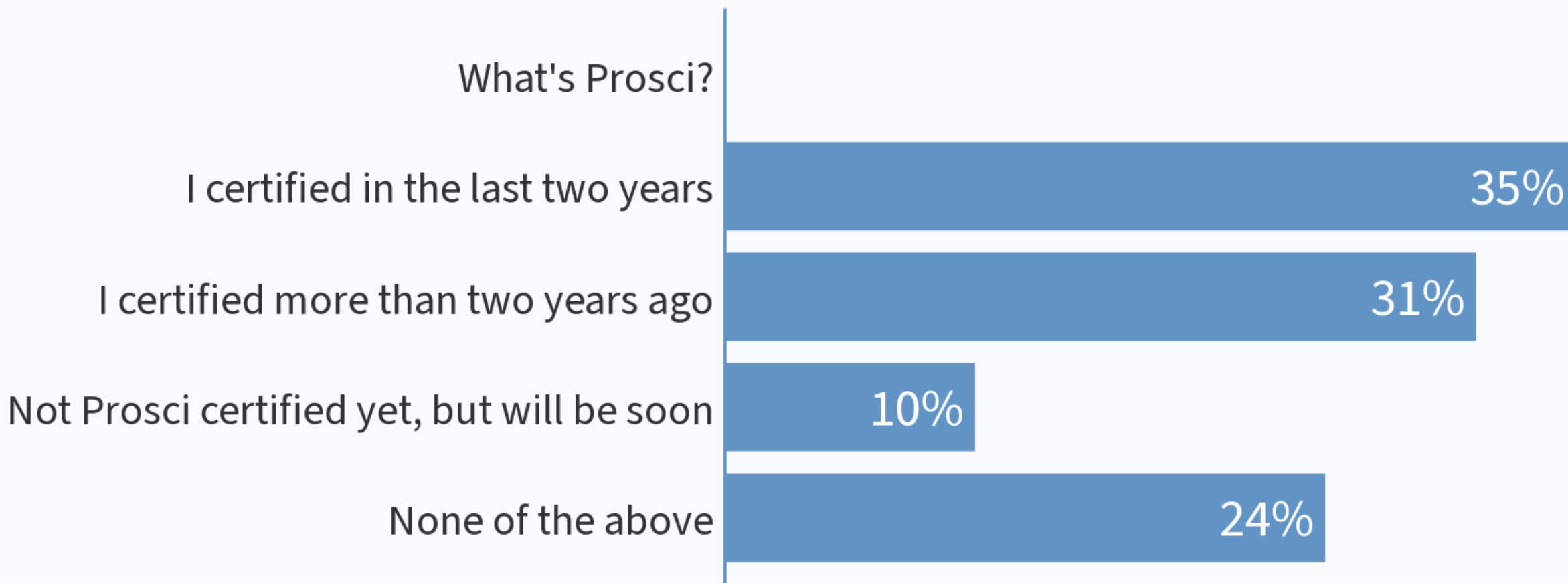


- For more than 20 years, we've helped clients achieve their change goals and grow their capabilities
- You'll probably know us through delivering Prosci training – the most widely recognised change management approach in the world
- Our vision is **change for good, together** - encapsulating our determination to help you accelerate the delivery, adoption and usage of new ways of working
- With a passion for all things change as well as expertise in a range of change-related disciplines, we've developed some new services to help you Define and Accelerate your Change...

## How best would you describe your role?



## Are you Prosci certified, and if so when did you certify?





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# Why we should care:

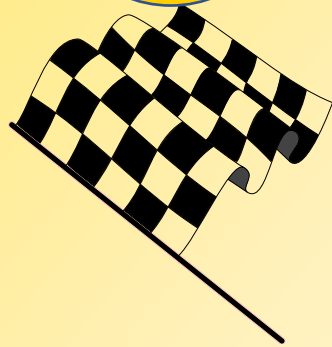
4 Reasons to do it right

1



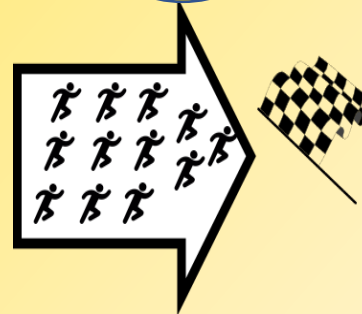
**Meaning**

2



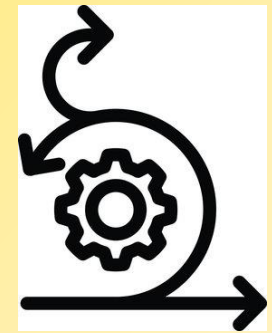
**Shared Finish  
Line**

3



**Aligned  
Empowerment**

4



**Agility**



# Meaningful

If you describe something as **meaningful**, you mean that it is important, or useful **[TO YOU]** in some way.

# Drop pins to indicate your view of the importance and frequency of meaningful change



# Why is it important to have a clear, shared "Finish Line" for any change?

" Define success in terms other than implementation - process, adoption "

" To keep people engaged "

" To have clarity between the change project and the having change embedded as business as usual "

" so that we everyone knows what the aims and goals are "

" To be able to determine if successful. "

" so we know when to start measuring for outcomes and to share and celebrate that with colleagues "

" Reduces ambiguity "

" Without it people be working towards different goals "

" Shared clarity on goals is motivational for those impacted by change "

" shared vision "

" common objective "

" daily health check - are prioritising the right thing "

" So the change doesn't just deliver technical enablers, but also the people change need to deliver value "

" Without a share finish line it's impossible to have a shared view on when its been achieved "

" A sense of closure on an initiative and that it's become the new normal. "

" So You are all heading to same finish line /goal "

" So everyone knows the outcomes and knows how to get there. "

" To ensure we set expectations with the people that are impacted "

" So everyone involved in the change understands what should be achieved "

" Everyone having the same understanding of when the change will be adopted and used "

" To be clear on the benefits on the change "

" To understand and perhaps comprehend the process "

" Need to have a vision and ensure all know what they are aiming for "

" Purpose + clarity = results "

" Clear scope "

" Be able to measure success. "

" so we all know where we going and we all know when we get there "

" If you don't have it then it's likely to create conflict "

" To enable you to measure success "

" To be able to hand the project off to business as usual "

" to know what you want to achieve, and when you will get there "

" Team alignment "

" So that everyone has a shared date to work towards "

" To know when change is complete and whether the change has been successful and delivered on its aims. "

" Focus and resource allocation "

" To be able to measure change "

" Manage expectations "

# Where are people naturally drawn when embarking on change?



**Defining & Communicating** a shared understanding of **“What Success looks like”?**

OR

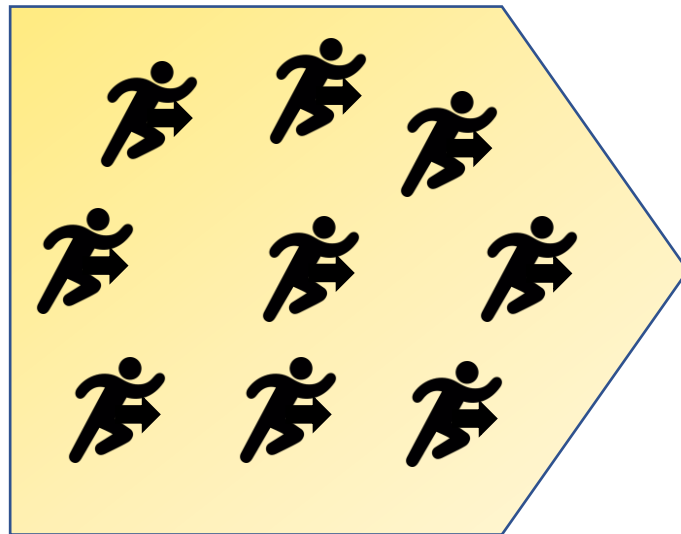


Getting on with **planning and execution** of the work that **needs to be done**

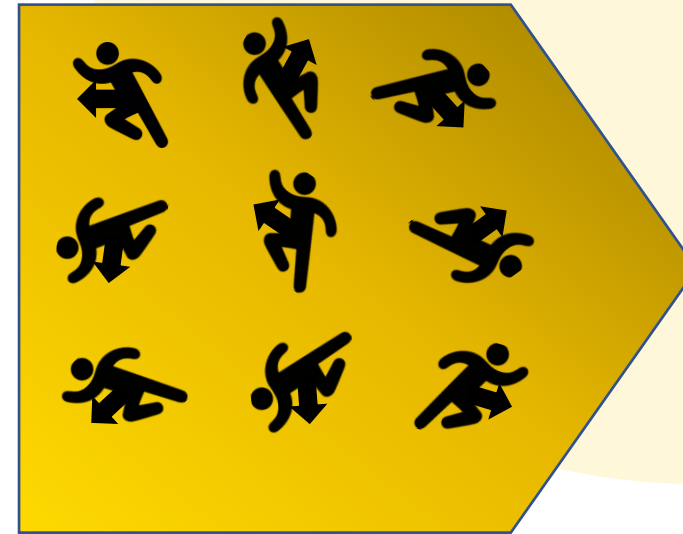
# Empowerment

**Empowerment:** Authority or power given to someone to do something

**This**

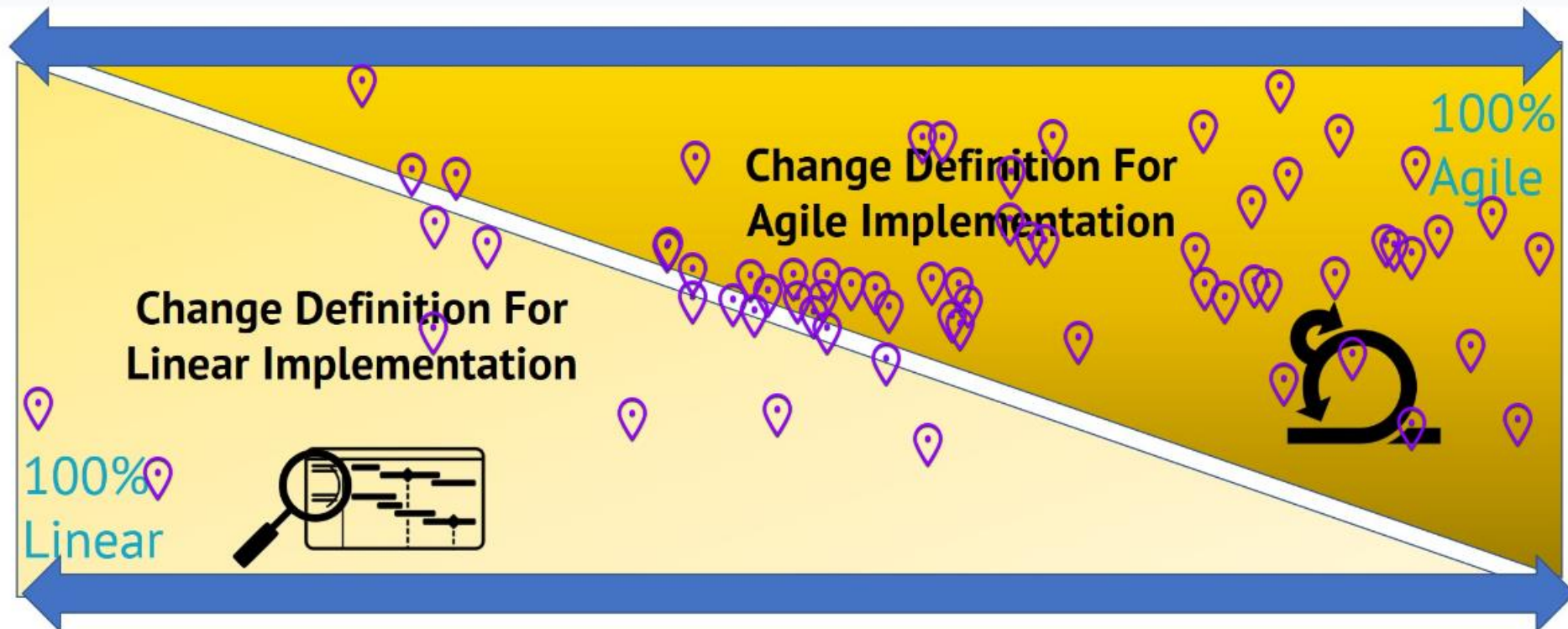


**Not This**



*“Empowering the individual when there is a relatively low level of alignment worsens the chaos” : Peter Senge*

**Drop a pin to indicate the mix of Agile and Linear Change definition that would be right for your organisation.**





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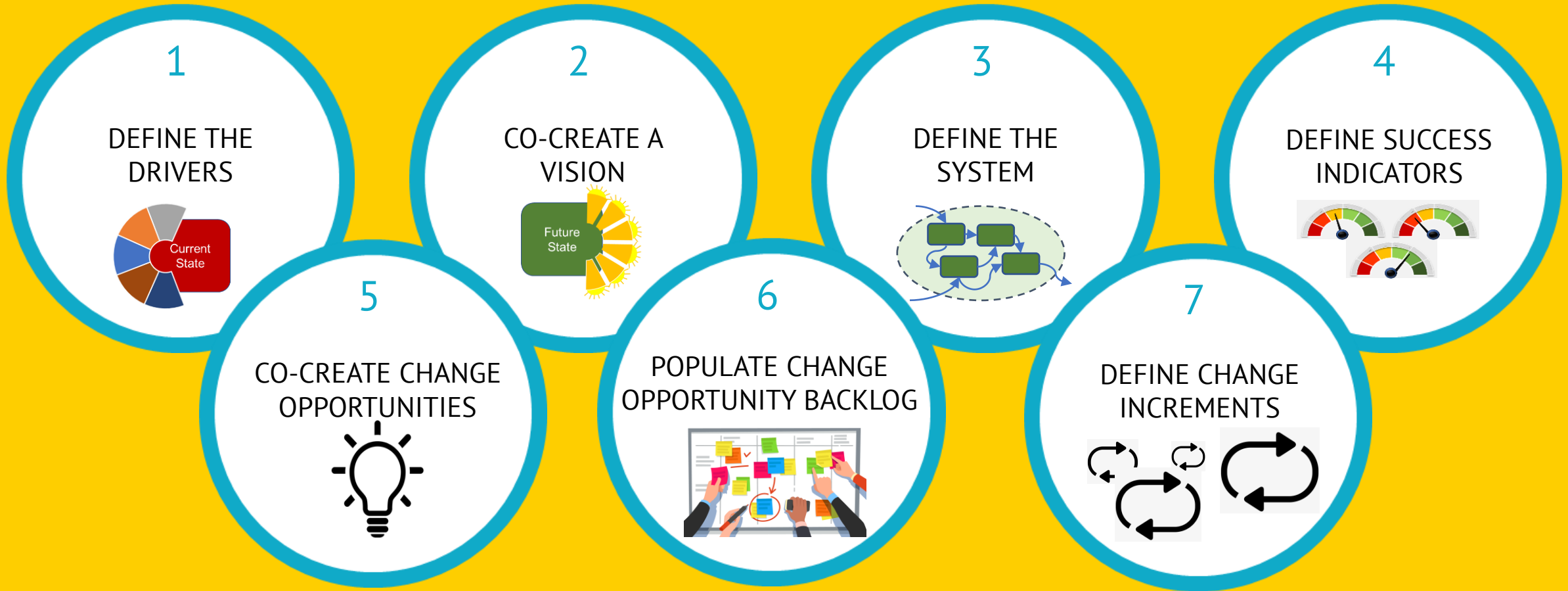


Part of CMC **Accelerator for change** family of services -

# What is it?

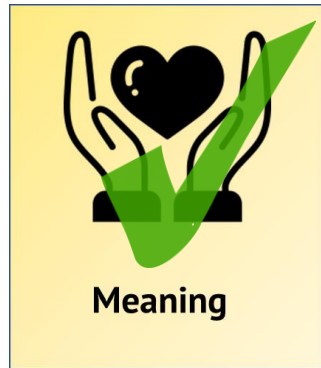
- A one day workshop facilitated by an experienced CMC Change Lead
- Clearly defined 7 step structure with associated deliverables
- Workshop time is devoted to generation, discussion, and consolidation of outputs in a combination of small group breakouts and whole group sessions
- Intended to generate both a set of high value change definition deliverables and ownership of the change amongst those attending
- Makes use of interactive collaboration technology to support breakouts creating outputs in both graphical and structured data formats

# The 7 steps towards defining and implementing purposeful change





# Why Invest Time in such an approach?



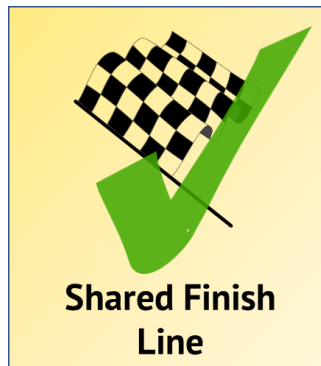
**Meaning**

Every change is linked to a vision setting out the value to be created for stakeholders that matter



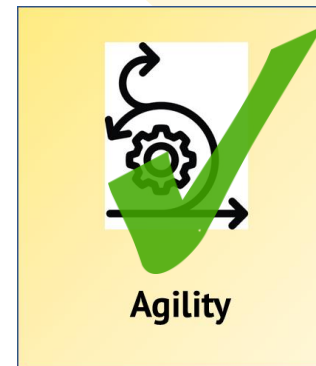
**Aligned Empowerment**

A systems approach allows empowerment without compromising alignment with vision and strategy



**Shared Finish Line**

Change is defined to deliver against verifiable, shared indicators of success



**Agility**

Use of a “Change Backlog” enables a flexible, incremental approach to change implementation



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# Who Should Attend?

It's for leaders and teams involved in specifying, designing and implementing changes within an organisation

- Business leaders wishing to empower their teams whilst maintaining alignment
- Business teams who want to ensure the changes they define matter - both to themselves and others
- Technical teams wanting to maximise the business value that their technical solution delivers
- Change Teams who want every change to have a compelling why explaining how it delivers value



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# Your questions



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# Next Steps

Kick off your Change Definition journey  
with a free one-to-one session to  
discuss your particular situation

## Date for your diary

PROJECT Accelerator for Change  
Taster webinar:  
Friday November 12<sup>th</sup>

**PROJECT**

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