Changefirst



GUIDE TO CHANGE MANAGEMENT TRAINING & CERTIFICATION

What getting Change Certified really means. And how to select the program that is right for you.



Why Change Management Training & Certification is More Valuable Now Than Ever

The benefits of Change Management Training and Certification have long been recognized by individual Change Practitioners looking to focus on their professional development and enhance their Change Management skills and profile.

But the unprecedented level of disruption caused by COVID-19 and its wider business and social implications has brought the importance of Change Certification into even sharper focus. Regardless of what the “new normal” looks like, one thing is for certain, it is absolutely essential that you have the skills, tools and capability to deliver against the unprecedented level of change you are facing. Both personally and on a business level.

In fact, **now - more than ever - is your time to stand out as a Change Management professional.** And formal Training and Certification is a key part of that process.

The intention of this eBook is to take a closer look **at the value of Certification** including:

- **8 key benefits** you can expect from becoming Change Management Certified
- how our Certified Practitioners are **putting their Certification to use**
- **a checklist of 8 key things to look for** to ensure you select the right Training and Certification program for you

BENEFIT #1

Gain the capability to play a critical role in Change Management history

What we initially thought was a short-term halt to ‘business as usual’ is now turning into a longer-term major disruption of the way we do business – and go about our lives in general. Delivering change effectively through engaging people is more important than ever and **the Change Practitioners who can continue to be effective in this changed environment will be the most successful** – for themselves and the organizations they serve.

Strong change management skills are going to be critical for success. And it isn’t an understatement to say that formal Change Management Training and Certification will help position you as a change expert at a pivotal time for the Change Management community.



"The current environment makes Change Management pivotal. If you are a Change professional - the time to stand out from the crowd is now !!"

Audra Proctor, CEO
Changefirst



BENEFIT #2

Access a proven methodology, tools and approach

At the most fundamental level a good, globally recognized Change Management Training and Certification program is going to provide you with **robust processes, tools and approaches** for delivering successful people change.

However, if it is **backed by research and people data**, then you have the added benefit you're getting the insights you need to validate critical change decisions. And if it's based on proven real-world application then you know that the 'how-tos' and techniques have been stress tested - and can help you get ahead and be productive in what is proving to be a highly disruptive time.

More forward-looking Certification providers will also look to future-proof your investment of time and effort by providing **online digital Change Management resources** that help you make better change decisions faster, reach and engage more people in the change process, take a data-driven approach to assessing change progress and build your plans collaboratively with colleagues in any location.

Attendees on our virtual Change Practitioner Certification program learn how to apply PCI®, one of just 3 Forrester-recognized global Change Management methodologies.

FORRESTER®

BENEFIT #3

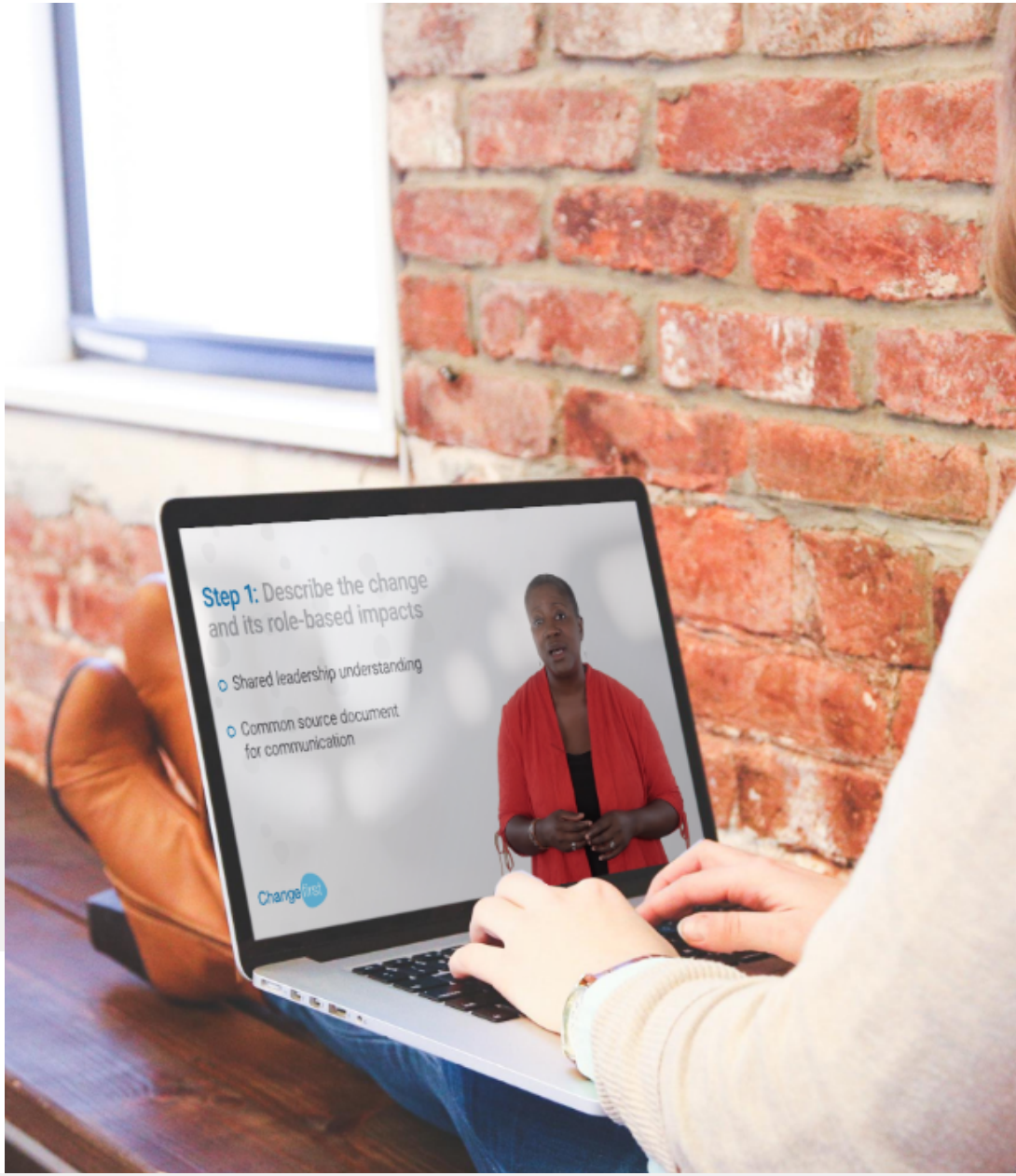
Experience highly practical learning that you can immediately apply

High quality and effective Change Management Training and Certification is going to provide you with the new know-how and support you need to feel confident to use your new toolset.

Ideally, they will also **provide you with the opportunity for active learning** and the opportunity to immediately test the approach on a real-live change situation. Which means you get back to your desk and immediately feel the benefit of Certification.

"This approach isn't just theory or academic based, it's actually grounded in real world experience. It's practical".

Certified Changefirst Practitioner, May 2020
UK





BENEFIT #4

Leverage the expertise of facilitators and peer learning

And the more formal aspects of the Certification process are only one side of the equation.

When we ask attendees on our own virtual Change Management Training and Certification program for feedback, less formal aspects of the program rate just as highly including:

- The **value of storytelling by highly experienced facilitators** who are able to share the “do’s and dont's” of applying methodology and process to real-world change challenges
- The **game-changing coaching and added value from sharing challenges, insights and possible solutions** with like-minded peers – from individual Change Practitioners and Project Managers to IT professionals and improvement specialists

And the list goes on.

"I had a number of 'aha' moments throughout the learning process benefiting from the Facilitator’s perspective and experience.”

Certified Changefirst Practitioner, May 2020
United States



BENEFIT #5

Get an external and independent validation of your skills and knowledge

Certification provides an entirely independent and expert validation of your capabilities as a Practitioner. Delivered by highly respected and experienced Practitioners in your chosen field.

It also enables you to enhance your overall credibility and **join a select band of Certified Practitioners** who are continuously developing and enhancing their professional profile – and who are proud to share and celebrate their achievements.

BENEFIT #6

Become a change leader in your organization and field

Certification enables you to confidently assume the role of change leader in your organization and establish a level of credibility to operate effectively at different levels in your change programs.

It provides you with the capability to:

- **work confidently with leaders and other key stakeholders** on a more strategic level to kick-start change programs
- **facilitate detailed preparation** for project roll-out
- **set the organizational standard** for your colleagues and the wider organization

BENEFIT #7

Enhance your marketability with current and prospective employers

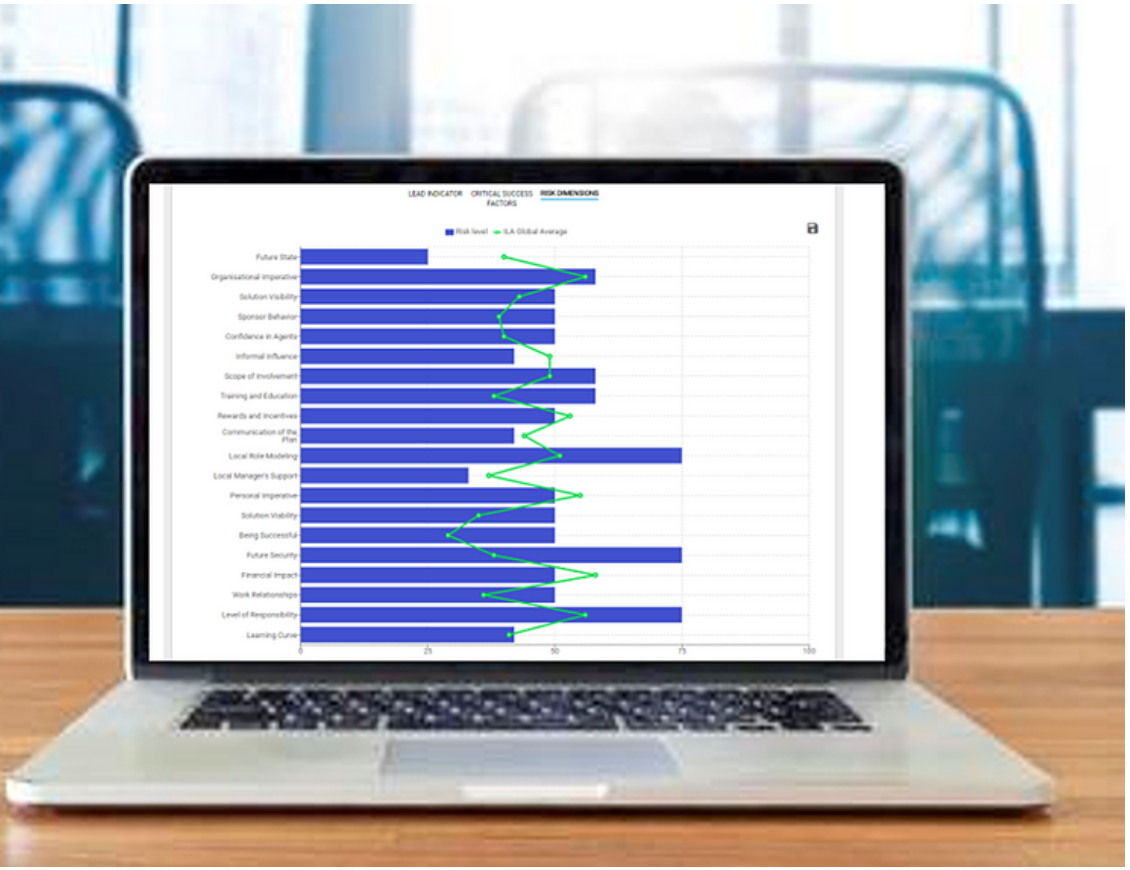
Getting Change Certified enables you to **stand out in a crowded marketplace** and improve your professional profile and marketability.

More and more Change Management jobs are asking for Certification – particularly from one of the top 3 Forrester recognized methodologies globally. So, getting a Change Management Certification is going to boost your CV and open doors to new and financially lucrative employment opportunities as you **add a coveted badge to your professional profile.**





All attendees on our Virtual Change Management Certification program are provided with formal Certificates and a digital badge to add to their profile on LinkedIn and other professional forums.



BENEFIT #8

You will improve change outcomes

Very often this is the benefit that is overlooked when considering Change Management Training and Certification.

That is, with your deepened and enhanced skills, access to an agile toolkit, fluency and confidence to lead others through the change process, **you significantly improve your time to results and the ultimate outcomes** of a particular change. So if if project benefits and success are dependent on people's adoption and usage of a new solution, then your expertise – processes and tools acquired during certification – can deliver the additional value created by a project due to heightened user engagement and adoption.

In fact our own research points to the fact that, on larger projects, **Change Management can return $6.50 on every $1.00 spent**.

How you can apply your new Change Management skills?

So, there are real benefits of becoming Change Management Trained and Certified, but how do we see our Certified Practitioners using their skill and capabilities in practice?



PROJECT & PROGRAM CHANGE MANAGERS

Building detailed change workstream plans

- **using robust impact and readiness data** to properly profile people risk
- creating effective **data-driven change plans**
- fully **integrating people change activity** with project plans
- working collaboratively to plan change with **agile approaches and tools**

PEOPLE & OD EXPERTS IN ORGANIZATIONS

Providing leadership support & enable digital transformation

- deploying **best-in-class methodology, toolkits and capability building**
- using **proven change tools and data insights** to help leaders accelerate decision-making
- using **digital change management resources** to keep pace with business transformation
- Bringing **greater transparency and better reporting** against key people change metrics





INDEPENDENT CHANGE CONSULTANTS

Proving proactive support for clients including:

- taking a **data driven approach to assessing change risks** with clients
- quickly producing Change Management plans **using proven approaches and techniques**
- **tracking client progress** and reporting in dashboard format
- using digital tools to **set their consulting offering apart** from the competition

CHECKLIST 8 key considerations when selecting Change Training & Certification that's right for you

If you are looking to select Change Management Training & Certification here is a checklist with the key things that you should be looking out for:



Proven, globally recognized methodology and approach

Look for a program that includes one of the 3 Forrester recognized global Change Management methodologies



Practical and easy to apply approach

Avoid highly theoretical approaches. Look for a "real-world" methodology based on practical application



Work on a "live" Change project that you have

Find a program that focuses on a "live" change project directly in the program and that ensures you can continue to work as soon as you get back to your desk



Provides expert facilitation

Ensure that the program is facilitated by experts in the field who can provide practical experience of implementing the techniques and approaches you are going to learn



Virtual delivery capability

It makes more sense then ever to get Change Management certified virtually. So talk to providers who allow you to Train and Certify online in interactive instructor-led programs which allow you to spread the learning in a modular way to suit your schedule



Access to digital platform and tools

Look for programs that include access to a digital Change Management platform that will allow you to quickly apply learning to projects and that includes tools and planning capability



Good testimonials from former attendees

The best advocates for any program are previous attendees so check out testimonials from them



Consider our Virtual Change Management Certification

You might want to consider our 3 day virtual Change Management Training and Certification program

VIRTUAL CHANGE MANAGEMENT TRAINING & CERTIFICATION

Reserve your place now

Get Change Management Trained and Certified direct from your desk with our instructor-led online program.

Learn a world-class approach to delivering change and share the learning experience with like-minded peers in a highly interactive 3 day program that includes:

- 3 days of **virtual instructor-led learning**, coaching and immediate application of **PCI® – People-Centered Implementation**
- a truly **blended, highly interactive experience including**
- peer and expert facilitator **insights**
- 12 months access to our **leading digital change management platform – Roadmap Pro®**
- 25+ step-by-step **visual process guides**
- 40+ **learning and application support** videos
- Detailed pre-populated, **fully editable change plan**
- 9 **multi-lingual data tools** that can be responded to in **10 languages**
- analytical insights from, probably, the **largest global OCM database**
- 500+ **built-in practical actions** to address people risk
- 195-page **detailed program workbook**
- Changefirst Change Management **Practitioner Certification**

world

BOOK NOW

"Packed full of Change Management gold, the program is intensive but time-effective. 3 days is the sweet spot for change learning !"

Certified Change Practitioner from the UK, April 2020

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