

# Change Enablement

## — Realization of Project Value

Projects are how change is brought about within organizations. For many projects (e.g. the launch of a new product, a change in internal processes, changing to a hybrid work environment) project success (and value) are achieved only once the changes resulting from the project have been adopted.

Change Management is often viewed as being a separate discipline to that of project management, often called as part of the project roll-out. This is why the time and cost required to training staff on how to use a new software system is often only considered once the software has been developed. It is also why we often fail to identify other key processes that may be impacted by the project, and why key stakeholders may resist making the required changes.

This 1-day course addresses the enabling of change adoption through the effective integration of change management activities throughout the project. Rather than treating change management as a separate entity, change management activities are integrated within the overall project management processes. The course is applicable whether you are using a predictive, adaptive or hybrid project management approach to manage your projects.

Benefits of this more integrated approach include providing earlier and more cost-effective opportunities to adapt project outcomes to those that will encourage widespread, and earlier, change adoption and sustainment to takes place. This, in turn, results in greater project success and overall value.

While well known change management models such as ADKAR and Kotter are introduced, course participants are encouraged to adapt their change management approach based on the magnitude and complexity of the changes, as well as the culture of the organization.

Learning takes place through both discussion and the application of learned techniques through hands-on group exercises that revolve around a realistic project scenario.

### Who Should Attend

- Program Managers
- Portfolio Managers
- Project Managers
- Change Managers
- Delivery Leads
- Project Leads
- Product Owners

### Materials

- PDF course workbook
- PDF of interactive group course exercise results (for live-virtual sessions)
- Related tools and templates
- PDF Certificate of completion



## Learning Outcomes

After this workshop participants will be able to...

- Identify projects for which change adoption is required to achieve project objectives
- Integrate change enablement strategies into projects and project management approach
- Identify key change management models and understand their similarities and differences
- Apply specific techniques to encourage change enablement and the realization of project value

## Prerequisites

Participants of this workshop should have completed formal training in project management fundamentals. We recommend:

- ***Project Management Essentials: Part 1 – the Fundamentals*** (or similar workshop)

## Course outline

- Setting the stage
- Challenge: a realistic project scenario
  - Awareness of the opportunity to deliver greater project success by planning for and enabling change right from project initiation
  - Scenario integrated throughout workshop
- A fresh perspective on change management
  - Project Manager and team roles in enabling change and in the context of programs and/or portfolios
- Principles for integrating change into project plans and processes
  - Clearing up misconceptions around Project Management and Change Management
  - Popular change models — opportunity to integrate into agile, waterfall, and hybrid frameworks
- Strategies for enabling change adoption
  - Change enablement – it's all about the people
  - The 'Science' of influencing behaviour
  - Practical influencers of behaviour: what can get people to change?
  - Strategies for change management: beyond ticking boxes
  - Indicators: are we on target/moving the needle in the right direction?
- (more) Applications of change enablement activities
  - Integrating change strategies within our project to enable adoption of the changes required to achieve project value
- Wrap-up and actions for reinforcement



## Additional information

This course ...

- Is available on-site at your location as well as delivered as a live instructor-led virtual session
- May be customized to fit your team's context
- Serves as an excellent way to onboard a project team who are about to engage in a project that requires change adoption to succeed
- Participants who complete this workshop qualify for 7 Professional Development Units (PDUs)/Contact Hours in the following categories: 3 Technology, 1 Leadership and 3 Strategic and Business Management

For more information or to arrange an in-house delivery of this workshop, call 1-800-214-8096 or email [info@wcpconsulting.com](mailto:info@wcpconsulting.com)

