



WHY CHOOSE PROSCI

Your Partner for Building
Change Management Capabilities

Prosci[®]
PEOPLE. CHANGE. RESULTS.

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Welcome!

In times of increasingly complex change, you need change management solutions that enable you to deliver results. Your organization needs a strategic capability to be more agile and more successful at change. And you play a pivotal role in ensuring your organization is able to realize its unique vision of a different, brighter future.

At Prosci, we are passionately committed to uncovering and applying the best practices for leading change. Our mission is to enable you to succeed by building change management capabilities with you.

In this guide, you will see what makes Prosci different. You will walk through our process, our flexible and scalable solutions, and our engagement approach. You will hear how our clients have realized value with Prosci. All so you can be confident we are the right change management partner for you.

Thank you!

Allison Seabeck,
President



A stylized, handwritten signature of Allison Seabeck in black ink.

WHAT PROSCI CAN DO FOR YOU

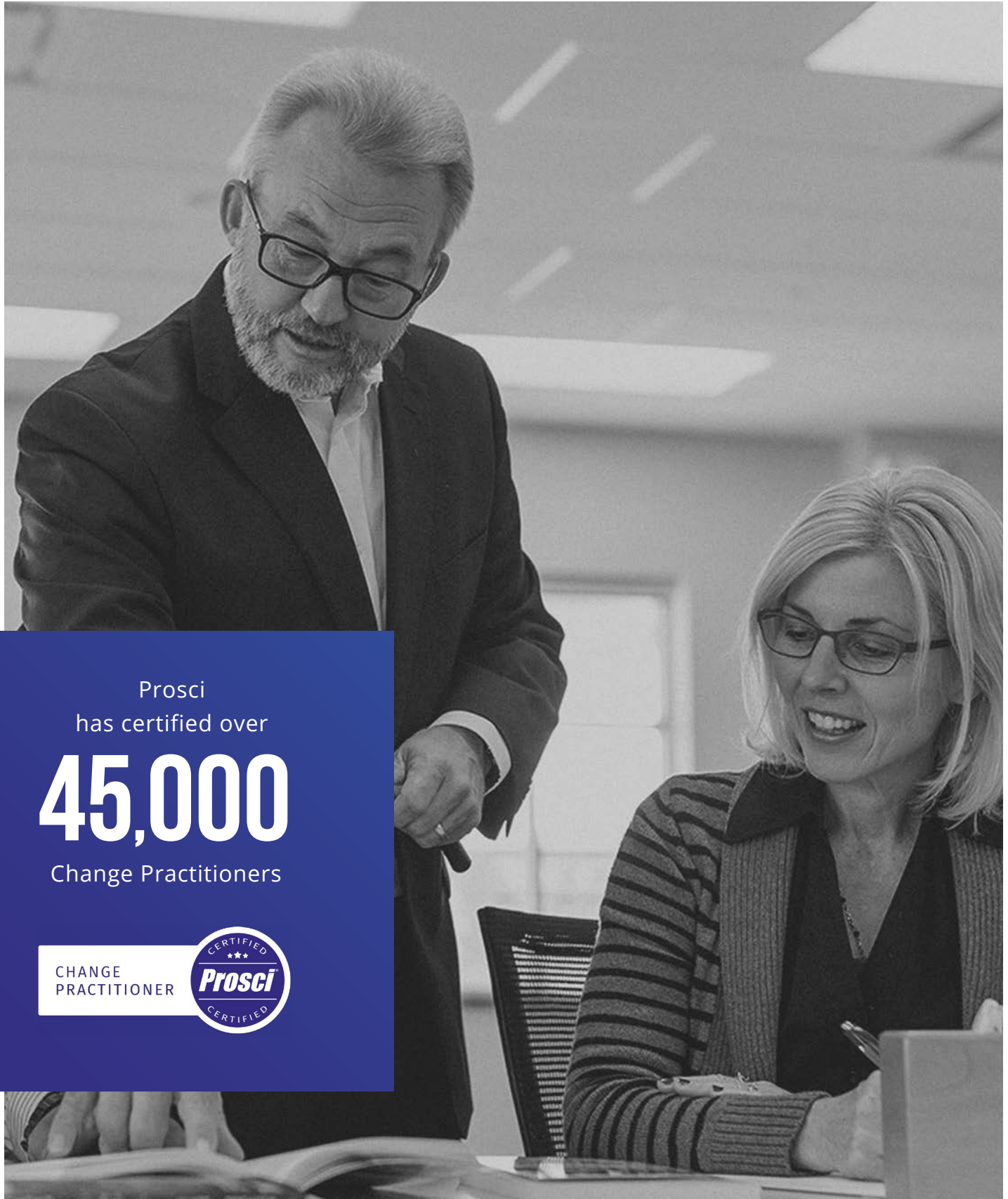
We partner with you to help you build the individual competencies and organizational capabilities you need to succeed at must-win projects and become an agile, change-ready organization.

For your career:

- ✓ Change management certification
- ✓ Change management process and tools
- ✓ Tailored coaching, advising and career development
- ✓ Everything you need to apply change management to a project or initiative

For your organization:

- ✓ Role-based training
- ✓ Licensing
- ✓ Change management project support
- ✓ Change capability strategy and planning
- ✓ Everything you need to build change capability in your organization



Prosci
has certified over

45,000

Change Practitioners

CHANGE
PRACTITIONER



TOP REASONS CLIENTS CHOOSE PROSCI



Research-Based Methodology

Since 1998, Prosci has conducted biannual benchmarking studies on change management. With data from more than 4,500 research participants, our best practices research is the largest body of change management knowledge. You will engage with that research through our practical, up-to-date models and service solutions.



Focus on Results

We practice change management because it helps achieve results. You'll benefit from our research on what works and what doesn't when applying change management at the individual, project and enterprise levels. We'll partner with you to ensure that your organization achieves the change outcomes you seek. Whether developing change management maturity or pursuing career advancement, you'll find our commitment is to equip and guide you to achieve your goals.



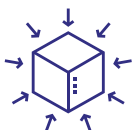
Easy-to-Use Models and Tools

The **Prosci ADKAR® Model** is a simple, common-sense approach to understanding an individual's change journey. It is easy to explain and allows you to immediately internalize and apply change management concepts. The rest of Prosci's models and tools are equally intuitive.



Commitment to Transferring Knowledge

We believe in the value of providing you with knowledge, tools and training. Our experience suggests that an internal face for change management is much more effective, so we will support you as you and your organization develop the ability to successfully apply change management on every project and in every situation.



Holistic Training and Tools

The breadth of our training, tools and services will support you whether you are an individual practitioner looking to further your career or an organization strategically embedding change management capability. Our role-based methodology also ensures that everyone in your organization has the knowledge and tools they need to succeed at change management from beginning to end.

In Short...

Prosci is different from other change management partners. Our methodologies are designed to be taught and internalized. They are built on research. We aim to enhance the change management capability of every individual and organization we work with. We are committed to your success.

“ *Leveraging Prosci’s change management solution is a key component of our implementation approach and helps us drive effective adoption.* ”

Alistair G. Lowe-Norris, Director, Global Capabilities,
Microsoft Services Worldwide



THE PROSCI CHANGE MANAGEMENT METHODOLOGY

The Prosci methodology uniquely integrates individual and organizational change management to deliver business results.

The ADKAR Model for Individual Change

Why an individual model of change? Because organizational change only happens when individuals change. It's a simple but overlooked truth. For the last two decades, Prosci clients have seen powerful, organization-altering results by supporting individual changes to achieve organizational success.

A	Awareness of the need for change
D	Desire to participate and support the change
K	Knowledge on how to change
A	Ability to demonstrate new skills and behaviors
R	Reinforcement to sustain the change

The 3-Phase Process for Organizational Change

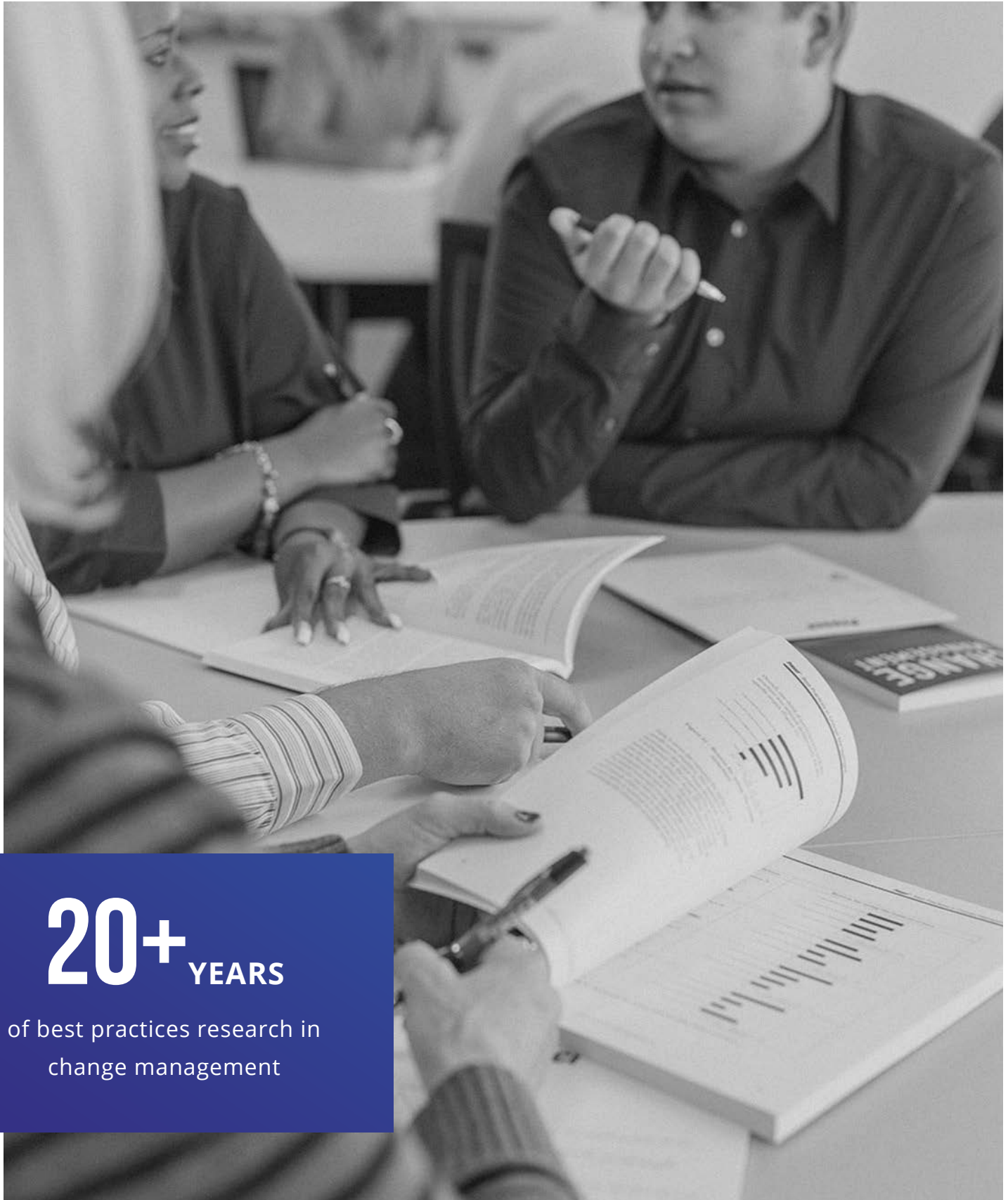
The Prosci 3-Phase Process gives you a structured, repeatable process to support the individual transitions required for your project. This scalable methodology enables you to sync your efforts with project milestones and check that every impacted group is progressing as expected.

Prosci 3-Phase Change Management Process



The Roadmap for Enterprise Change Management

Just like your organization has a standardized approach for project management, our research shows you need an approach for change management. Use Prosci's flexible methodology to embed change management into your organization, increasing your change agility and giving you a competitive advantage. We call this strategic capability Enterprise Change Management.



20+ YEARS

of best practices research in
change management

WHAT TO EXPECT WHEN PARTNERING WITH PROSCI

Prosci is proud that we do things differently. We partner with you, sharing our knowledge, tools and training so that you are equipped and confident in managing your own change, now and in the future.

✓ Immediate Solutions with Long-Term Partnership

We keep the long-term success of your organization in mind while offering immediate solutions based on your current realities. You can expect to see quick progress: most clients see a one- to two-level jump in change management maturity in their first year of partnership with us.

✓ A Focus on Building Your Capability

We partner with you so you can deliver the people-dependent portion of your change results, with a focus on building your organization's ability to manage change. We support and empower you with a combination of training, tools, onsite facilitation and advising to accelerate your results.

✓ A Qualified and Professional Team

Prosci master instructors and advisors are seasoned experts who have led large-scale change. We are passionate about encouraging change management best practices in our clients.

✓ A Global Network of Support

Prosci has 30 partners to support you in over 45 countries. Our partners have translated our training content into seven languages, and they regularly leverage their localized expertise to account for cultural nuances and needs.



WHAT OUR CLIENTS ARE SAYING

“ Prosci’s team is knowledgeable, responsive, and consistently seeks to evolve the change management discipline through quality research and benchmarking.

Diane M. Schreiner, Director of
Change Management at AVANGRID, Inc.



“ Prosci was critical to building an enterprise-wide change capability. Purchasing a license gave us both the structure to standardize Prosci’s change management approach and the flexibility to integrate CM into our established strategy and project processes.

Carla Howard, Change Management
Center of Excellence at Avnet



“ Great methodology and tools with substantial credibility.

Audrey Elliott, VP, Head of Employee
Relations at Airbus



Prosci
has worked with
80%
of Fortune **100**
Companies

ORGANIZATIONS THAT CHOSE PROSCI

The Prosci methodology is one of the most commonly used approaches to change management in business and government. Below are a few of our clients.



FREQUENTLY ASKED QUESTIONS

Is it worth investing in change management?

Definitely. If an organization doesn't invest in helping their individuals adjust to a new way of working, they are unlikely to see the results they expected. Change management is a structured, repeatable process that ensures adoption of a change and directly influences project success.

What resources do I need to apply effective change management?

A benchmarking study in the Prosci *Best Practices in Change Management – 2016 Edition* found that on average 16% of a project's budget was allocated to change management. But there's no one-size-fits-all answer. We begin with assessing the specific needs of your organization and size the project in question in order to identify the amount of change management resources required.

Who is responsible for change management within an organization?

Again, there's no one-size-fits-all answer. In our research, change management can live within various functions, including the project

management office, strategy, HR and IT. We look for credibility and influence when evaluating the best location for change management in your organization. Wherever its home, organizations are creating permanent positions for specialized change management professionals.

**My organization is spread across North America, Asia and Europe.
Can you support my global team?**

Yes. We partner with over 30 organizations worldwide to make sure that every corner of the globe has access to change management training and tools. You can currently work with the Prosci methodology in eight languages, making it easy to apply our methodology wherever you do business.

THE NEXT STEPS

Bring Change Management to Your Organization

Schedule your call to speak with a solutions architect. We will help you define your organization's goals, assess your current state of change management maturity, review your change capability development strategy and create a plan to drive your organization forward.

Get Change Management Certified

To get certified as a change management practitioner, register for one of our world-renowned change management certification training programs. Prosci and partners offer over 30+ certification programs around the world every month. For career development beyond the basic certification, learn more about Advanced Certifications.

Want to talk?
We're here to help!

Call us today at 📞 **+1 970 203 9332**
or email solutions@prosci.com

