



# Why Choose Prosci

Your Partner for Building Change Management Capabilities

***Prosci***<sup>®</sup>  
PEOPLE. CHANGE. RESULTS.

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Hello,

We're living in a technology-enabled era where the pace of change is accelerating. And the changes themselves have grown increasingly complex just as the margin for error with important initiatives has narrowed. Together, these forces drive the need for organizations to become agile by building change capabilities across the organization, from front-line contributors to senior leaders.

At Prosci, our mission is to enable individuals and organizations to build internal change capabilities through research-based, holistic and easy-to-use solutions. We're passionate about researching global best practices and translating them into actionable insights that help clients accelerate change success. In fact, we strive to be the best in the world at this in our quest to be the go-to partner for change management globally.

The purpose of this guide is to help you understand what makes Prosci unique. We're not the right fit for everyone. But if you're looking for an engagement philosophy that focuses on the people side of change and a results-oriented approach to accelerating change success, we could be right for you.

Selecting a change management partner is an important decision on your journey to build change capabilities. We encourage you to attend our webinars, explore our vast library of free resources, and contact us to ask questions. And please feel free to contact our customers—they're our greatest source of pride and strongest advocates.

Wishing you all the best in your change journey,

Scott



**Scott McAllister**  
*Chief Executive Officer, CEO*

A large, stylized handwritten signature in black ink, appearing to read 'Scott McAllister'.

# 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  
**75,000**  
Change Practitioners



# Top Reasons Clients Choose Prosci



## Research-Based Methodology

Since 1998, Prosci has conducted biannual benchmarking studies on change management. With data from more than 8,100 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.



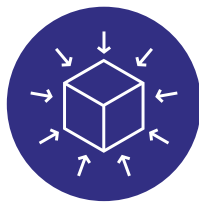
## Easy-to-Use Models and Tools

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.

## Commitment to Transferring Knowledge

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 Prosci 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 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 1-to-2-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 Change 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 over 30 partners to support you in over 70 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 Choose 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 effectively apply change management?

A benchmarking study in Prosci's *Best Practices in Change Management – 10th Edition* found that on average, 20% 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 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.



## 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 50 certification programs around the world every month. For career development beyond the basic certification, learn more about [Advanced Certifications](#).



Have Questions?

Contact

**STEPSTONE**  
C o n s u l t i n g

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