

# Change Management Sponsor Briefing

Executive sponsorship has been cited as the greatest contributor to successful change in all of Prosci's benchmarking studies—by a three-to-one margin. This half-day program provides senior leaders with the knowledge and ability to improve change outcomes. Leveraging an organization's current strategic change portfolio, we demonstrate the critical connection between effective change management and achieving business results. This program is available in both in-person and virtual instructor-led formats.



## Who Is This Course For?

The Change Management Sponsor Briefing is for senior executives and organizational leaders who are responsible for strategic initiatives and organizational performance.

## Learning Objectives

During the Prosci Change Management Sponsor Briefing, executives will:

- Gain an appreciation for their role as a sponsor from a senior Prosci facilitator with executive experience to reinforce learning in a peer-to-peer context
- Clarify the role of senior leaders as sponsors in times of change
- Assess their level of competency in sponsoring and leading strategic changes
- Understand how effective change management improves organizational results
- Learn how to position themselves and their projects for strategic success
- Learn immediately applicable tactics for becoming a more active and visible sponsor
- Explore best practices research on the connection between sponsorship, the people side of change, and achieving organizational results
- Evaluate their current change portfolio to identify project and people-side risk
- Understand how to ensure adequate resourcing for change management at the initiative and project levels

## Agenda

- The connection between change management and business results
- The business case for change management
- Change management benchmark and best practices data
- Positioning for successful outcomes
- How to position sponsors for sponsorship success
- How to position projects for strategic success
- How to position organizations for change success
- Change models: Prosci 3-Phase Process and Prosci ADKAR® Model
- Critical roles in leading change
- Organizational change maturity

## Course Materials

- Program workbook, handouts and assessments
- *Best Practices in Change Management – 11th Edition* Excerpt
- One-year subscription to digital content in the Prosci Hub Solution Suite, including:
  - Research Hub – *Best Practices in Change Management – 12th Edition*, Applications of ADKAR



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