

TPMG

Leadership Development

Organizational Change Management Practitioner Certification



“Applying cutting edge change management practices to successfully deliver organizational change, and digital transformation initiatives.”

High Quality, Affordably Priced Training & Education

Organizational Change Management (OCM)

In the 21st Century Change Management Matters

By some estimates, only 30 percent of change efforts are successful. Change is not an easy endeavor to oversee, and leaders don't always know the best approach. A lack of a plan or systematic method leaves room for error, so approaching change with no plan stacks the odds against the effort from the beginning. A change initiative is more likely to succeed if the organization approaches the change systematically using proven methodology.

According to the American Productivity and Quality Center (APQC), Organizational Change Management remains among the top 6 skill sets in demand right now!

While organizations have made strides toward better change practices, there are still areas in need of significant development, including:

- Building change plans for enterprise-wide transformations.
- Incorporating measures to ensure adoption.
- Engaging stakeholders early in the change journey.
- Formalizing change agent roles.
- Fostering emotional intelligence and servant leadership.

This program offers a proven methodology with a consistent approach to apply:

- Skills and resources to support change
- Leadership methods that create buy-in and support
- Winning communications strategies
- Effective training and education
- Employee engagement/resistance strategies
- Rewards & recognition for full adoption of changes
- And much more!



Organizational Change Management (OCM)

“\$143,342.00 is the median salary for a change management consultant in the United States!”



Online Organizational Change Management (OCM) Certification Training

In this 3-day program OCM candidates learn to leverage change management best practices to successfully drive Change Management, Organizational Development, and Digital Transformation initiatives. The program topics include:

1. Overcoming resistance to change
2. How to profile and lead varying types of change initiatives
3. Engaging and managing stakeholders
4. Developing and executing communication strategies
5. Creating and deploying change management plans
6. Training and development programs
7. Evaluating the impact of change
8. Influencing organizational culture transformation
9. Obtaining full adoption of change management initiatives
10. And much more!

Certification Requirements

Successful completion of the OCM course requires completion of the online bootcamp, passing the certification exam, and successfully completing a change management certification project.

Competency Based Leadership Education Platform®

Those who successfully complete the program will not only earn an industry respected change management practitioner's certificate but will also be awarded Continuing Education Units (CEUs). The CEUs are globally recognized units designed to provide a record of an individual's continuing education accomplishments. One CEU is awarded for each 10 contact hours of instruction and for time allocated toward a change management certification project.

Each certified practitioner will also be provided a certification letter of recommendation. It will serve as a written assessment of a practitioner's change management qualifications and a credible endorsement of his/her change management skills.

Organizational Change Management Practitioner Certification

In this 3-day course, candidates will cover various aspects of change management theory, methodologies, and best practices. This certification in change management will enhance a candidate's competencies and credibility in guiding organizations through periods of transition and transformation. The qualification signifies they have acquired a certification consistent with an industry standardized body of knowledge. It also indicates they have demonstrated a level of proficiency in applying the knowledge to facilitate successful change initiatives.

Units	Topics	Case Studies	Competency Building Exercises
Unit 1	In Introduction to Change Management • Definition of Change • Types of Change • The Forces that Drive Organizational Change • The Practice of Change Management • Why Change Management Matters • Course Preview and Expectations	• Shifting Gears – Managing Organizational Change	Structured discussion: • Defining change • Understand and differentiate the types of organizational change. • Summarize the stages of change. • Explain the importance of communication in change management.
Unit 2	Change Management Perspectives (Perceptions) • Impact of change on individuals • Impact of change on organizations • Organizational culture and overcoming resistance to change • Key roles in organizational change • The psychology of me (how change managers react to change.)	• Case Study - A Discussion with Psychologists: Eve Ash and Peter Quarry; Impact of Change on Individuals • Case Study - Elke Weber, Professor Columbia Business School Bias and Psychological Barriers to Organizational Change • Overcoming Resistance to Change	Structured discussion: • How individuals emotionally react to change? • How does the change practitioner help individuals? • Understanding a tolerance for uncertainty. • The rate of change and its implications. • Why change is hard for organizations. • Query theory and how it works. • The order of consideration and why it matters? • Types of resistance and how to anticipate, prevent and overcome them • Roles in organizational change management

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Units		Topics	Case Studies	Competency Building Exercises
Unit 3	The Change Management Method – 5 Steps to Facilitating Change	- The Benefits of Change Management - Define 5-step method to facilitate change - Kurt Lewin Model of Influencing Change - OCM Framework for Successful Change - Kubler Ross Model.	- HBS: 5 Critical Steps in the Change Management Process - Call Center /Answer Call Rate (IVR Prompt Change, ABB Payment Plan, Eliminate Post Call Processing)	Candidate Practical & Presentations: - Taking Custody and Chartering the Change Project - Change Impact Assessment - Stakeholder Analysis - Champion and Sponsor Profiling - Communication Strategy - Training Strategy - Change Management Planning - Facilitating the Change (Kickoff, Stand Ups, Readiness Reviews, Progress Updates) - Embedding the Change – Control Plan
	Unit 3.1: The Importance of Communication	- Theory of effective communication - Communicating change - Communication channels - Communication planning - Monitoring and evaluating communication effectiveness	Keeping in Touch: Interpersonal and Organizational Communication	Back-to-Back Exercise: - Appreciating the variables of the communication flow Structured Discussion: - Defining Communication and Information - Model the Communication Process - Formal vs. Informal Communication Processes
	The Psychology of Influencing Behavior	Operant Conditioning	The SID Story	Structured Discussion: - The ABC's of Operant Condition - Conditioning Ideas and Planning

Organizational Change Management Body of Knowledge (OCMBok)

I. Understanding Change Management

Definition of change, understanding the types of change, defining the practice of change management, describing the forces that create and drive change, why change management as a profession matters.

II. Change Management Perspectives

Change and the individual: Individual readiness focuses on employees' skills and abilities, in addition to their motivation, perceptions, and behaviors toward change projects.
Change and the organization: Organizational readiness focuses on the readiness of the organizational environment, in which change is to be implemented and can be seen in three aspects: cultural, commitment, and capacity readiness. Key roles in organizational change
Organizational culture and coping with change (Resistance)

III. Stakeholder Strategy

Stakeholder strategy, identifying and segmenting stakeholders, profiling stakeholders, readiness for and resistance to change, determining engagement roles and responsibilities

IV. Communication and Engagement

Theory of effective communicating, communicating change, communication channels, communication planning, monitoring and evaluating communication effectiveness.

V. Change Impact Assessment

Assessing the impact of change, assessing and managing the risks of change, business continuity and contingency during change.

VI. Change Readiness Assessment

Building individual motivation to change, building organizational readiness for change, preparing for resistance, measuring change effectiveness

VII. Change Management Planning

Change within project governance structures, establishing a change management plan, executing change within a project management environment, transitioning to the business.

Organizational Change Management Body of Knowledge (OCMBoK)

VIII. Education and Learning Support

Learning theory and skills development, identifying and meeting learning needs, training needs assessment, behavioral change and coaching.

IX. Facilitating

The role of the facilitator and the skills required, preparing a group process, facilitating a group process, virtual meetings, facilitation structures and techniques.

X. Sustaining Change

Leadership levers, useful checklists and tools, reinforcement systems, control plan