



Build Your Organization's Change Capability
With a Prosci License



Why a Prosci License?

Licensing Prosci's content allows you to tailor Prosci's research-based change management tools, methodologies and training materials to fit your needs. Designed to help individuals and organizations accelerate change capability development, Prosci offers a variety of licenses to enable success at any stage of your change management journey.

With a Prosci change management license, you can:

Customize



Customize Prosci's methodology and role-based trainings to accommodate your organization's unique attributes and audiences. Brand the materials to give change management a familiar look that is consistent with your company culture and language.

Integrate



Integrate the Prosci change management approach into your organization's culture and operations. Embed the Prosci methodology into existing change processes and initiatives, and blend Prosci's role-based trainings into your employee and leadership development programs.

Scale



Build change management competencies across your organization and at your particular stage of your change management journey. Flexible and cost-effective licensing options allow you to leverage the materials that align with your unique needs and budget.

Standardize



Build consistency and efficiency by establishing a common language for change within your organization. Enable all business units and staff to speak the same language for change and use the same processes and tools.

With a Prosci license, you gain the resources, flexibility and autonomy to customize Prosci's change management tools to your organization's culture, values and business models. Through this enterprise solution, you can institutionalize change competency and create a change-ready culture to succeed on your must-win initiatives.

License Benefits

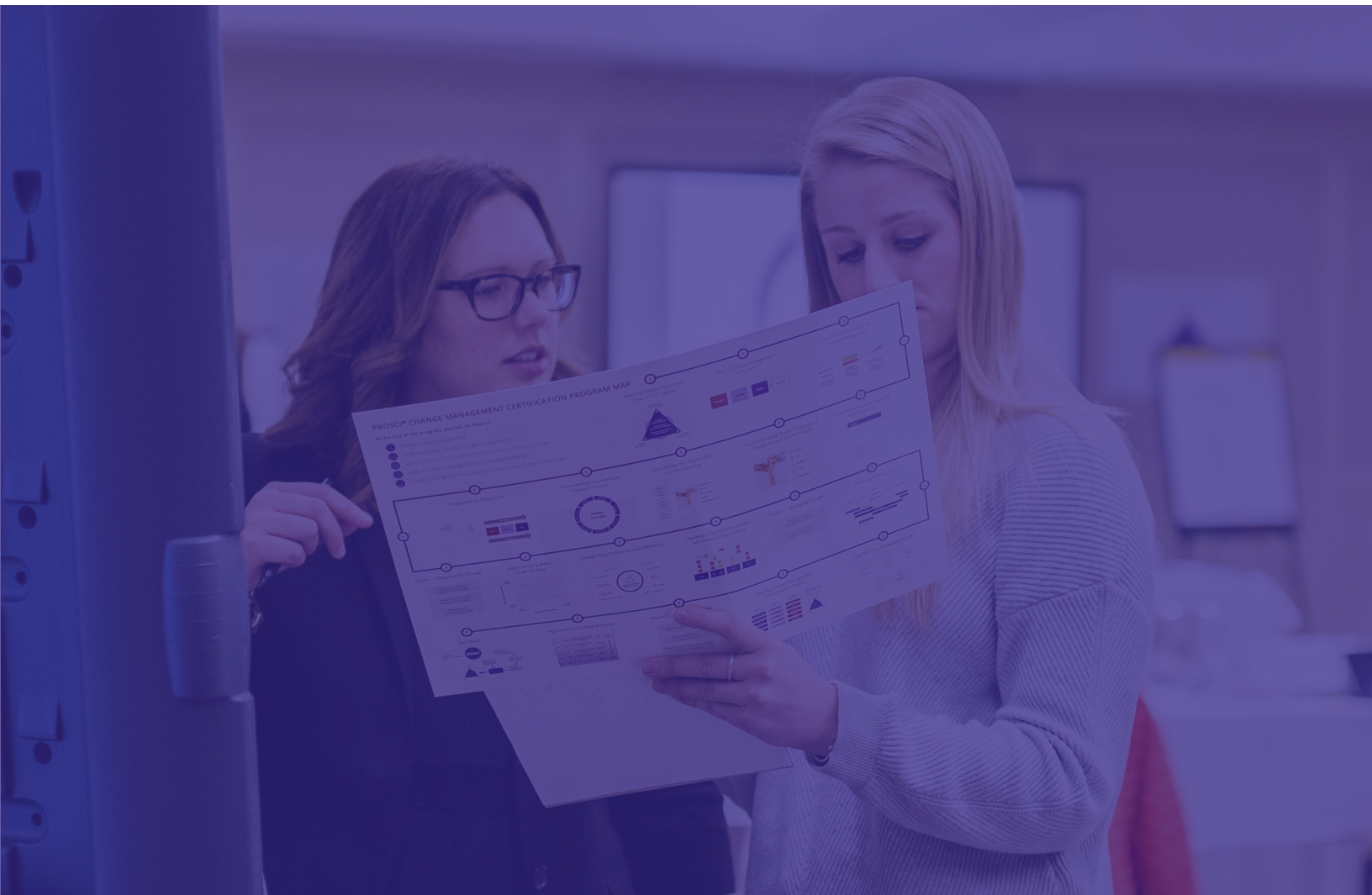
Investment in a Prosci license grants you perpetual access to the core content of the license. This also includes one year of the active licensee benefits listed below. A small annual fee allows you to continue receiving these benefits.

As an active licensee, you receive the following benefits in addition to the ability to use Prosci's content:

- Significant discounts on Prosci published books and *Best Practices in Change Management* report
- Discounts on full training material sets for the courses under license
- Low-cost training package options and à la carte training item ordering
- Ongoing updates upon release of any content covered under the original license
- Administrative support for licensed online tools and resources
- 10% discount on Prosci's U.S. open-enrollment programs

Getting Started With a Prosci License

Every Prosci license begins with a kickoff meeting to help you integrate the licensed materials into your initiatives and drive success.



Prosci License Options

Prosci offers three licensing options to help organizations achieve change management goals. Choosing the right license for you depends on your objectives and budget. Each license builds upon the previous, providing support and direction at every stage of your journey to change management maturity.

ADKAR Enablement

Create a common language for change and embed the ADKAR® Model into how your organization approaches and manages change.

- Prosci ADKAR Model
- Change Management Program for Managers
- Change Management Employee Orientation
- Fundamentals of Change Management
- Change Management Guide for Managers
- *ADKAR: A Model for Change*
- *Change Management: The People Side of Change*
- *Employee's Survival Guide to Change*
- *Best Practices in Change Management*
- Training facilitator guides



Organizational Change Competency

Build change management competencies at every level, from senior leaders to front-line associates. Lead and drive more effective change.

- Prosci ADKAR Model
- Change Management Program for Managers
- Change Management Employee Orientation
- Fundamentals of Change Management
- Change Management Guide for Managers
- *ADKAR: A Model for Change*
- *Change Management: The People Side of Change*
- *Employee's Survival Guide to Change*
- *Best Practices in Change Management*
- Training facilitator guides



- Prosci 3-Phase Process
- Change Management Certification Program
- Change Management Sponsor Briefing
- Practitioner eToolkit
- Change Management Research Library

Enterprise Change Management

Design an enterprise change strategy that drives change management into your business DNA and helps must-win projects succeed.

- Prosci ADKAR Model
- Change Management Program for Managers
- Change Management Employee Orientation
- Fundamentals of Change Management
- Change Management Guide for Managers
- *ADKAR: A Model for Change*
- *Change Management: The People Side of Change*
- *Employee's Survival Guide to Change*
- *Best Practices in Change Management*
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- Prosci 3-Phase Process
- Change Management Certification Program
- Change Management Sponsor Briefing
- Practitioner eToolkit
- Change Management Research Library



- Enterprise access to eLearning modules
- ECM Roadmap
- ECM Roadmap Toolkit
- Prosci Best Practices Audit
- Prosci Maturity Model Audit
- Change portfolio management process
- Change Portfolio Toolkit
- Change Scorecard
- Enterprise access to 50+ Prosci Portal tools and resources
- Immediate access to all new Prosci licensable offerings upon release



ADKAR Enablement License

Use this license to create a common language for change and embed the Prosci ADKAR Model into how your organization approaches, leads and manages change. This license provides access to the ADKAR Model for individual change, as well as the related training programs and tools.

Using the ADKAR Enablement License

Leverage the ADKAR Enablement License to:

- Standardize the ADKAR Model as your organization's approach to the individual change journey
- Equip managers with a framework to lead employees through change
- Provide employees with a way to understand and process the changes impacting them
- Integrate the ADKAR Model into project processes and leadership development programs

Create a Common Language With Change Management Training

The ADKAR Enablement License gives your organization access to Prosci's research-based training content and the ability to customize this content to fit your culture, brand and specific needs. This license includes program content and facilitator guides for the following programs:

- **Change Management Program for Managers** – for mid-level managers and supervisors, through to senior directors
- **Change Management Employee Orientation** – for front-line employees impacted by change
- **Fundamentals of Change Management** – for anyone who needs to understand change management

Guide Teams Through Change With the Manager's Toolkit

The Change Management Guide for Managers toolkit teaches managers how to use the ADKAR Model to understand their own points of resistance to change, identify the root cause of resistance in their employees, and help prepare their teams to embrace the changes impacting them.



Included With the ADKAR Enablement License

Methodology:

- Prosci ADKAR Model

Training:

- Change Management Program for Managers
- Change Management Employee Orientation
- Fundamentals of Change Management

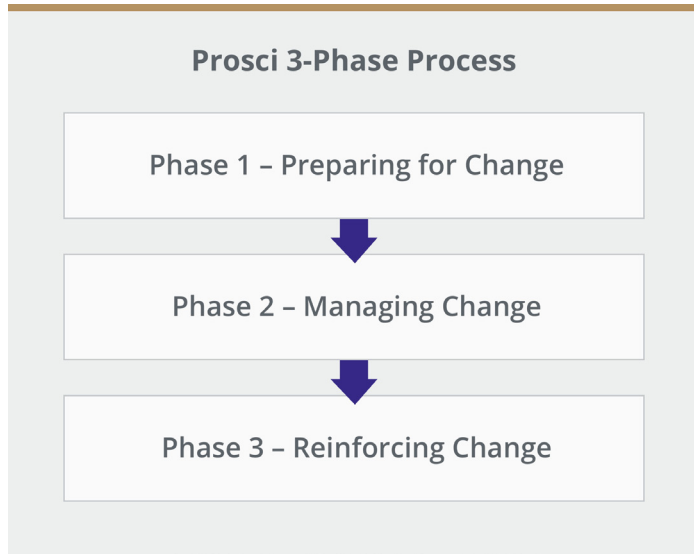
Tools and Resources:

- Change Management Guide for Managers
- *ADKAR: A Model for Change*
- *Change Management: The People Side of Change*
- *Employee's Survival Guide to Change*
- *Best Practices in Change Management*
- Training facilitator guides



Organizational Change Competency License

This license provides access to the Prosci 3-Phase Process and Prosci ADKAR Model in addition to role-based training programs to embed change management into how your organization operates. Use the Organizational Change Competency License to lead and drive more effective change, building change management competencies at every level, from senior leaders to front-line associates.



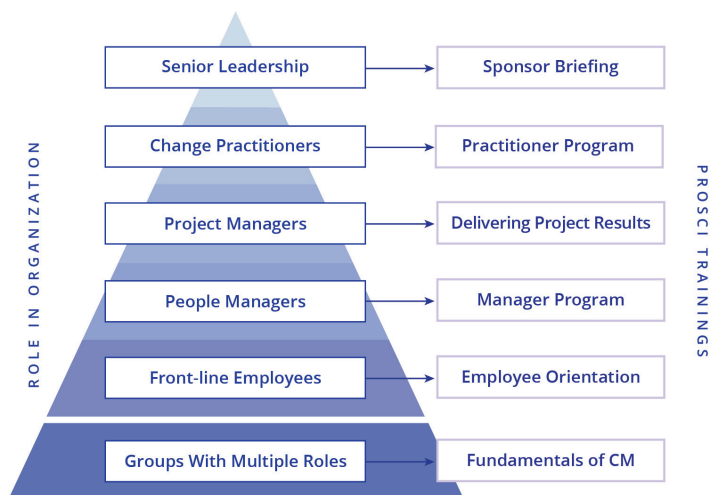
Integrate a Change Approach With Standardized Tools

This license includes organization-wide access to:

- **Practitioner eToolkit** – a virtual toolkit for change managers, providing foundational tools, templates and assessments for managing the people side of change projects. Employees access this resource through a dedicated, co-branded Prosci Portal platform, complete with administrative power to manage employee accounts and access. You may also choose to administer these tools from your internal server.
- **Best Practices in Change Management** – the latest edition of our biennial research report.
- **Change Management Guide for Managers** – a toolkit providing people managers with foundational tools, templates and assessments for leading themselves and employees through the change process.

Build Organizational Competency With Change Management Training

The Organizational Change Competency License gives your organization access to Prosci’s research- and role-based training content and the ability to customize this content to fit your culture, brand and specific needs.



Included With the Organizational Change Competency License

Methodology:

- Prosci 3-Phase Process
- Prosci ADKAR Model

Training:

- Change Management Certification Program
- Change Management Sponsor Briefing
- Delivering Project Results Workshop
- Change Management Program for Managers
- Change Management Employee Orientation
- Fundamentals of Change Management

Tools and Resources:

- Practitioner eToolkit
- Change Management Research Library
- Change Management Guide for Managers
- *ADKAR: A Model for Change*
- *Change Management: The People Side of Change*
- *Employee’s Survival Guide to Change*
- *Best Practices in Change Management*
- Training facilitator guides



Enterprise Change Management License

The Enterprise Change Management (ECM) License is the most robust license available from Prosci. Use this license to design an enterprise change strategy and engage must-win projects for the highest profitability, responsiveness and success.

This license entitles organizations to receive the Prosci ECM Roadmap, change portfolio management process, Change Management Maturity Model, Prosci 3-Phase Process, and Prosci ADKAR Model, in addition to Prosci role-based training programs and the full suite of tools, assessments and resources available in the Prosci Portal.

Change Management Maturity Model

Level 1	Level 2	Level 3	Level 4	Level 5
Ad Hoc or Absent	Isolated Projects	Multiple Projects	Organizational Standards	Organizational Competency

Using the Enterprise Change Management License

The Enterprise Change Management License gives organizations the ability to leverage Prosci's research-based, holistic and easy-to-use methodology, including:

- **ECM Roadmap** – to develop a strategy for change management maturity
- **Prosci change portfolio management process** – to diagnose and manage an enterprise-wide portfolio of changes
- **Prosci 3-Phase Process** – to apply standardized change management processes to projects
- **Prosci ADKAR Model** – to create a common language for change across the organization

Embed Change Competency Within the Organization

The Enterprise Change Management License gives organizations access to Prosci's research- and role-based training. Use these programs as they are or customize them to fit the culture, brand and specific needs of impacted groups.

Spread Awareness for Change Management With eLearning Modules

Prosci eLearning modules have been specially developed to supercharge your organization's change management capability and boost the change-readiness of your personnel. These online, interactive modules include:

- **Introduction to Change Management** – for anyone who needs to know why change management matters
- **Introduction to ADKAR** – for anyone who needs a common language for change
- **Introduction to Leading Change** – for people managers
- **Thriving Through Change** – for front-line employees

Design Your Strategy With Robust Enterprise Change Management Tools and Resources

With an Enterprise Change Management License, you receive organization-wide access to the following:

- **Practitioner eToolkit** – detailed step-by-step guidance, assessments and templates for practitioners managing change at the project level. Use the Prosci ADKAR Model and Prosci 3-Phase Process to lead your teams through change, driving individual transitions for project results
- **Change Management Guide for Managers** – foundational tools, templates and assessments for people leaders to lead themselves and their employees through the change process
- **Prosci ECM Roadmap** – a structured process for institutionalizing change management by treating the deployment as a project and a change to be managed. Leverage over two dozen assessments, worksheets and resources, including the Prosci ECM Strategy Map, Change Management Maturity Model Audit, and gap analysis functions
- **Change Portfolio Toolkit** – an advanced resource for change leaders who are managing a portfolio of changes and projects. Use a five-step process and suite of tools to assess highly impacted groups, build heat maps, easily spot organizational change saturation, identify risk, and proactively manage the change portfolio

Leverage the Prosci Portal for Enterprise-Wide Access to Tools and Resources

The Enterprise Change Management License comes with an organization-wide subscription to all 50+ advanced change management tools and resources in the Prosci Portal. This allows you to apply the industry's most sophisticated change management tools.

The Prosci Portal holds Prosci's most sought-after resources:

- **CMROI Calculator** – to calculate the people-dependent portion of project results
- **PCT Analyzer** – to assess and manage project health
- **ADKAR Dashboard** – to track and guide individual transitions through change
- **Change Management Research Library** – for anytime access to Prosci research and findings

Included With the Enterprise Change Management License

Methodology:

- ECM Roadmap
- Change portfolio management process
- Prosci 3-Phase Process
- Prosci ADKAR Model

Training:

- Change Management Certification Program
- Change Management Sponsor Briefing
- Delivering Project Results Workshop
- Change Management Program for Managers
- Change Management Employee Orientation
- Fundamentals of Change Management
- eLearning modules:
 - Introduction to Change Management
 - Introduction to ADKAR
 - Introduction to Leading Change
 - Thriving Through Change

Tools and Resources:

- Practitioner eToolkit
- Change Management Research Library
- Change Management Guide for Managers
- Change Portfolio Toolkit
- ECM Roadmap Toolkit
- Prosci Best Practices Audit
- Prosci Maturity Model Audit
- Change Scorecard
- Enterprise-wide access to 50+ Prosci Portal tools and resources
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- *Change Management: The People Side of Change*
- *Employee's Survival Guide to Change*
- *Best Practices in Change Management*
- Training facilitator guides

Gain Access to New Trainings, Tools and Resources

As our most robust license, the Enterprise Change Management License enables access to the trainings, tools and resources listed above, as well as all new Prosci licensable offerings as they become available.

What Our Clients Have to Say



“ Here at CDOT, we know that building and maintaining effective organizational change capability is crucial. Prosci’s comprehensive approach is straightforward, research-based, easy to use, and aligns with our strategic direction. This partnership is fundamental to our success. ”

Gary Vansuch, Director of Process Improvement
at Colorado Department of Transportation



“ A Prosci license was critical to building an enterprise-wide change capability. The license gave us both the structure to standardize Prosci’s change management approach and the flexibility to integrate change management into our established strategy, leadership development and project processes. ”

Carla Howard, Change Management
Center of Excellence at Avnet, Inc.



“ It’s been one of the best experiences that I’ve had, being introduced to Prosci’s methodology. It’s really given me an opportunity to be much more efficient in the way that I approach change and build a mandate for how I’m doing it. ”

Sofie Skjold Halkjær
CEO at HUMAN UNIVERZ



“ This offered us incredible flexibility and freedom to customize the tools the way that made sense to the audience we were delivering to, to really match the messages about change management and change leadership with our particular audience of stakeholders, and to put a Citrix logo alongside the Prosci logo, and really help the organization feel ownership over these tools and techniques to help lead change more successfully. ”

Amy Haworth, Director of Organizational Readiness
at Citrix Systems, Inc.

Interested in Learning More About Licensing Options?

Contact Prosci at solutions@prosci.com or +1 970 203 9332.

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