



Build and Accelerate Your Organization's Change Capability

Prosci eLearning modules accelerate and scale your company's change capability by providing a common language for change and helping individuals understand their role in the change process. This suite of virtual, introductory change management modules equips employees, managers and leaders with the skills and knowledge they need to lead themselves and others through change—ultimately driving better project outcomes.

Change at Scale is Hard – eLearning can Help

Getting employees to embrace organizational change is no small task. Without a sound enterprise-wide change management strategy, organizations often face challenges such as:

- Employees frustrated by change fatigue
- Difficulty meeting project timeline and budget goals
- Low employee adoption and usage
- Disappointing project results

More and more organizations are choosing to expand their change management capabilities and enhance their organizational capacity for change. This requires engaging many different roles in the organization in their part of the change process, including project leaders, managers and front-line employees.



Bridging the Change Management Knowledge Gap

In-person change management training is a common choice for organizations to reach the many roles in change, yet isn't always an option due to geographic, resource and budgetary constraints. Prosci eLearning can help bridge the gap between immediate need and ideal training options. Prosci's virtual change management training is a good option when:

- A few key employees are equipped with change management training and skills, yet the rest of the globally dispersed workforce has limited or no access to training
- Organizations face slow time to change management ROI because employees and change leaders don't speak the same change management language, creating ambiguity, confusion, and a lack of alignment on change initiatives
- Change leaders have limited time available to train project teams, managers and employees on the fundamentals of change management
- Employees experience change obstacles, yet don't understand their root causes

Building Change Capability

Why Prosci eLearning?

Prosci eLearning builds and accelerates organizational change capability. With Prosci eLearning, organizations can quickly, globally disseminate Prosci change management fundamentals to those who lead or are impacted by change.

The suite provides a common language for change throughout the organization, smoothing the lines of communication around change and enhancing project outcomes. Through Prosci eLearning, individuals gain a better understanding of change management and their change process, including their potential barriers to change.

The Prosci eLearning modules can provide fundamental change management training if lengthier in-person training isn't yet available or the timing isn't right for it. The modules can also serve as a precursor to in-person training or a reinforcement after in-person training.

More broadly, eLearning can be a part of your overall capability strategy when deployed in concert with in-person training, change management application on specific projects, Virtual Coaching for Change Practitioners, and Prosci Advisory Services. Together, these training, license and service offerings can be combined to create a unique solution that fits your organization's growing change management goals.

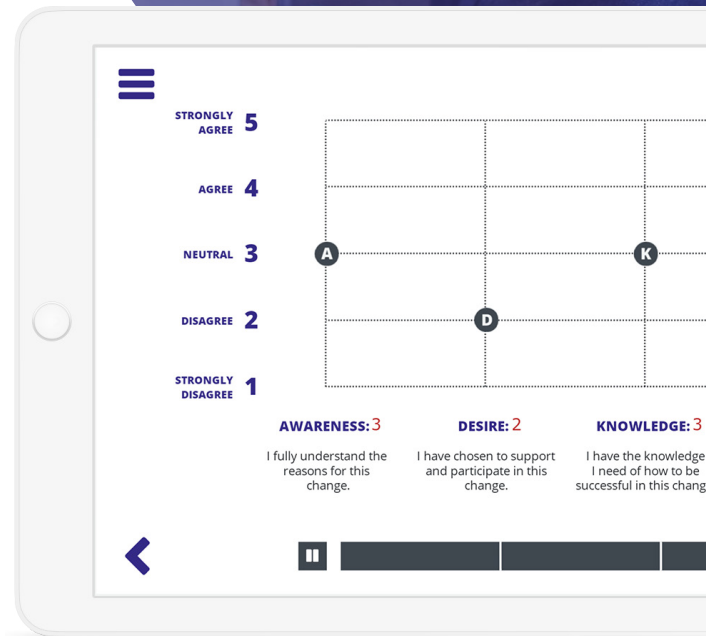
Experiential eLearning

Prosci eLearning is comprised of four individual modules:

- Introduction to Change Management
- Introduction to ADKAR®
- Introduction to Leading Change
- Thriving Through Change

These eLearning modules offer flexibility and an engaging, interactive learning experience:

- The four modules are available through anywhere, anytime access for your employees and teams around the globe
- Each module is a 45-minute online, interactive training session
- Within each module, users apply Prosci models to a change they're experiencing, assess certain aspects of the change, and come away with a downloadable report that captures their reflections and action plan for future reference and use
- The modules are compatible with virtually all learning management systems
- Numerous purchasing options are available (see the last page for details)



Comparing the Prosci eLearning Modules

| | Introduction to Change Management | Introduction to ADKAR® | Introduction to Leading Change | Thriving Through Change |
|--------------------------|---|---|--|---|
| Purpose of module | Introduces the foundational tenets of change management as a discipline | Provides the fundamentals of the Prosci ADKAR Model, while the organization benefits from developing a common language for change | Helps managers prepare for change and understand the roles needed to successfully lead change | Helps prepare employees for change by empowering them to proactively move through their change experiences |
| Who is it for? | Employees, leaders, project managers, project team members and anyone needing to understand the “what” and “why” of change management | Anyone being impacted by organizational change | Managers who lead other people | Front-line employees facing organizational change |
| When to use it | When change leaders have limited time available to train project teams, managers and employees on the fundamentals of change management, have these stakeholders go through this self-paced module. | For a must-win project on the horizon, have impacted employees go through this module to enable them to identify their barriers to change and create an action plan to overcome them. | Have middle managers go through this module and reflect on a specific current change to understand how they can lead themselves and others through change. Prosci recommends that you pair this with the Introduction to ADKAR module for a more robust introduction. | When employees are being impacted by significant or multiple changes, have them go through this module to understand their natural emotional reactions to change and create an action plan for engaging with change. Prosci recommends that you pair this module with the Introduction to ADKAR module to strengthen the employee’s understanding of change management and fluency in change language. |

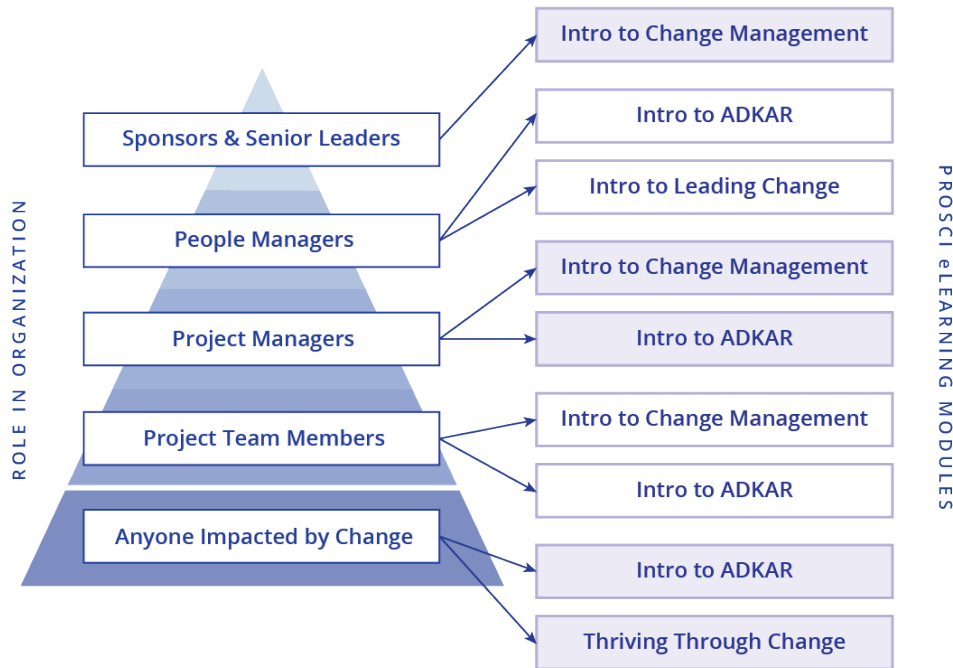
| | Introduction to Change Management | Introduction to ADKAR® | Introduction to Leading Change | Thriving Through Change |
|----------------------------|---|---|---|--|
| Learning objectives | <p>Articulate reasons for a specific change</p> <p>Identify which groups will be impacted by the change and how</p> <p>Understand how change management contributes to overall benefit realization and why it's important to the organization</p> <p>Evaluate a project's current health around change management, project management and leadership/ sponsorship</p> | <p>Understand why some changes are easier and more successful than others</p> <p>Learn a new way to look at change that can help you be more successful with change</p> <p>Pinpoint where you are in a change process, why you might be stuck, and how to move forward</p> <p>Learn a new language for change that you can use with your colleagues to discuss ongoing change</p> | <p>Understand the significant impact managers have on the success of changes</p> <p>Learn how you and your employees can overcome barriers to change</p> <p>Learn how to fulfill the five roles of an effective change leader</p> <p>Prepare for a change conversation with an employee</p> <p>Consider how to prepare yourself to adapt to and lead a current change</p> | <p>Understand that organizational change depends on each person making a transition</p> <p>Identify typical reactions to change and how they influence a person's experience with change</p> <p>Pinpoint where you are in a change process and why you might be stuck</p> <p>Plan how to engage in a current change to better take control of your change experience</p> |
| Outcomes | <p>In each module, users select a change they're currently experiencing, apply that module's change management teachings to it, and receive a downloadable report with their reflections and action plan for future reference and use.</p> | | | |

Growing Your Change Competency

With Prosci eLearning, your employees have ready access to the modules that make the most sense to their individual roles, while you build change management capability in the areas that matter most.

Organization Roles and eLearning

The diversity, flexibility and availability of the eLearning modules make it easy to engage different organizational roles in your overall change strategy:



Prosci eLearning Module Use Cases

Organizations use Prosci eLearning to build change management capability in a variety of ways. The five most common uses are:

1. **Support project results** – Research shows that the more effectively you apply change management, the more likely you are to achieve intended project results. Engaging more people in a specific change through eLearning can be an integral part of your effective change strategy.
2. **Build common language for change** – Virtual learning can reach many people quickly and establish a common vernacular for change around the ADKAR Model.
3. **Engage managers** – Engaging managers in changes and helping them understand their role as a leader of change is critical to change success. eLearning can provide an immediate, easily deployed way to reach managers.
4. **Empower employees** – Engaged employees are a critical success factor for organizational change, yet many organizations struggle to reach all employees with the skills and tools needed for navigating change. eLearning can provide an experiential touchpoint and empower employees to take control of their change experience.
5. **Drive change at scale** – Research shows that the majority of today's changes are enterprise-wide and organizations are more globally dispersed than ever. eLearning is the ideal mechanism to reach many people quickly and consistently.

Delivering Prosci eLearning to Your Organization

Whether you're embarking on a large-scale, must-win project or you have a desire to become a "change-ready" organization, Prosci can help meet your organizational needs. Prosci offers both enterprise-wide and group bundles, with Prosci-hosted or client-hosted options.

Prosci eLearning Purchase Options

- 1. Prosci eLearning Enterprise License** – Organizations can license all Prosci eLearning modules for the entire enterprise. Prosci delivers the eLearning module files to you to host in your learning management system or on your server (modules are available by default in both SCORM 2004 and SCORM 1.2; AICC, xAPI [i.e., TinCan API] and HTML versions are also available, if needed). Or, Prosci can host the modules for your organization to access through the Prosci Portal. As an active license holder, you will receive updates and enhancements to your licensed eLearning content as they occur.
- 2. Prosci eLearning Group Purchase** – Through a group purchase, you select any number of seats for one or more eLearning modules, which are available in the Prosci Portal to specific users in your organization for a period of one year. This option is available for groups that need to take eLearning training in the same time period. If you need access to 1,000 eLearning seats or more, the eLearning Enterprise License is the more economical option.

Next Steps

Ready to build change capability at your organization?



Write to us at changemanagement@cedarafriicagroup.com and we will get back to you to discuss how to tailor a specific eLearning approach for your organization.

Prosci is ready to support you with everything you need on your organization's change journey.