

# Change Management Certification Program for Digital Transformation

This specialized Prosci Change Management Certification Program equips practitioners with the essential knowledge, skills, and tools to lead successful enterprise-wide digital transformations. Guided by an instructor with extensive expertise in complex digital projects, participants apply Prosci's comprehensive methodology to their own initiatives. Throughout the program, you'll craft a foundational Change Management Plan tailored to address the unique challenges and opportunities of large-scale digital transformations. This online program offers the flexibility needed by busy professionals committed to driving impactful digital transformations in their organizations.



## Who Is This Course For?

Prosci's Change Management Certification Program for Digital Transformation is ideal for professionals responsible for driving large-scale digital change initiatives. Participants are predominantly in the following roles:

- Change leaders
- Project managers
- IT professionals
- Project team members
- Change management practitioners
- Continuous improvement specialists
- Human resource business partners
- Organization development professionals
- Process improvement specialists
- Digital Transformation Leaders

## Learning Objectives

During the Change Management Certification Program, participants learn how to:

- Define change management
- Explain the value of change management
- Apply the Prosci ADKAR® Model to facilitate individual change
- Apply the Prosci 3-Phase Process for organizational change
- Activate roles that contribute to change success
- Formulate the foundation of a Change Management Plan to address a specific project

Participants gain credentials and more, including:

- The Prosci Certified Change Practitioner distinction
- Access to advanced Prosci change management tools
- HRCI, PMI and CCMP credits (available in certain countries)

## Agenda

### Day 1:

- Welcome and Connection
- Foundation
- PCT Model
- ADKAR Model
- Prosci 3-Phase Process: Phase 1 – Prepare Approach
- Knowledge Check

### Day 2:

- Day 1 Review
- Prosci 3-Phase Process: Phase 1 – Prepare Approach
- Prosci 3-Phase Process: Phase 2 – Manage Change
- Knowledge Check

### Day 3:

- Day 2 Review
- Prosci 3-Phase Process: Phase 2 – Manage Change
- Prosci 3-Phase Process: Phase 3 – Sustain Outcomes
- Deliver Presentations
- Next Steps and Evaluation
- Graduation

## Course Materials

- Program workbook and handouts
- Access to digital content, resources and tools, including:
  - **Research Hub** – A single point of access to Prosci research, including core studies, topical studies and relevant data across a broad array of topics
  - **Knowledge Hub** – A single point of access to content and resources to support your learning and application
- **Proxima**



# An Engaging Virtual Learning Experience

Creating unforgettable experiences for our clients is one of Prosci's core values. And Prosci has designed the online version of the certification program with the customer experience top of mind.

## To ensure a remarkable learning experience, the online program option features:

- Prosci Executive Instructors trained in the latest virtual learning techniques
- A user-friendly, feature-rich online classroom technology
- Multiple interactive capabilities, such as "raising your hand," asking questions via a chat function, receiving real-time responses to your questions, and participating in contests
- Face-to-face interaction with the instructor and with other attendees who engage using their webcams
- Breakout sessions throughout, to collaborate in smaller groups
- Networking opportunities such as sharing insights with your peers via live polling
- Regular breaks and energizer activities
- Small class size, to optimize the interactive learning experience

"I encourage you to give Prosci virtual training a try. It's clear that Prosci has been very thoughtful in developing this program, and in how to keep the class engaged and make sure we're truly learning the material."

Elijah Marquez,  
Business Management Professional,  
Modern Delivery at Freddie Mac

## The Renowned Prosci Methodology

Prosci has been a leader in the change management field for over 20 years and to date, we've certified more than 100,000 practitioners worldwide. The Prosci Methodology taught in Prosci's Change Management Certification Program is based on more than two decades of industry research. During the program, we provide multiple knowledge checks along the way to ensure you can apply this best-practices approach to drive change success moving forward.

## Advanced Digital Tools

Prosci is committed to offering considerable value in every change management program and solution. In addition to providing you an unparalleled learning experience in our Change Management Certification Program, you will receive access to our online suite of advanced digital solutions to guide and support you in your change management endeavors.

The Prosci Hub Solution Suite provides anytime, anywhere access via the Prosci Portal to digital content, resources and tools that help you excel in change management. During and after the program, you'll have access to advanced cloud-based tools and resources including:

- **Research Hub** – A single point of access to Prosci research, including core studies, topical studies and relevant data across a broad array of topics. Reference over 20 years of best practices, lessons learned and insights from thousands of change leaders around the world.
- **Knowledge Hub** – A single point of access to content and resources related to a specific Prosci training program or learning experience. Transition from learning to application by understanding key concepts and building new skills to succeed at change.
- **Proxima** – A web application that guides you through the Prosci 3-Phase Process focusing on the people side of change throughout a project or initiative. Achieve change success and deliver value to the organization by following a structured, adaptable and repeatable approach.

Contact Prosci to learn more about this program and how to leverage Prosci's methodology and tools to advance your change management practice and build change capability in your organization.

Have questions? [Contact us](#) to learn more.

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