

## Certified Senior Change Management Professional (SCMP)<sup>™</sup>

Independently Assessed and Endorsed by NASBA, the official board that regulates accounting and financial education in the United States of America.



### Program Overview

This program builds the core competencies you need to successfully manage change and become a leader who can convert ideas into action and sustain organizational success. You'll hone your organizational awareness to identify opportunities for change, negotiate support, and mobilize people to act.

This intensive, hands-on course develops the skills that any manager will need for leading change. We will analyze the forces that drive organizations to change, examine impediments to change, and survey a range of approaches for making organizational change more effective. Change occurs in many forms from minor transitions to major transformations and upheavals. Effectively managing change involves different activities depending on the scope of change and the organization's readiness for it. Special attention will be given to managing conflict from transitions and the inevitable losses that radical change brings.



The International Institute for Executive Training (IET) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its web site: [www.nasbaregistry.org](http://www.nasbaregistry.org)

## Benefits of a CPE Registered Course

- Endorsed by NASBA, the official board that regulates accounting and financial education in the **United States of America**.
- Our courses have been independently assessed to ensure a **consistent and high quality** service.
- This provides proof that we comply with **industry best practices** and made a commitment to the **delivery of high quality continuing professional education**
- Being a registered NASBA sponsor demonstrates that our presenters and program developers have **vast technical knowledge and experience**.
- **Earn 42 Continuing Professional Education (CPE) units.**
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## Key Takeaways



Understanding the importance and need for effective change management



Recognize the appropriate roles for your team in the change process.



Understand the human element of change by exploring the the emotional cycle of change.



See how Change Management fits into the project lifecycle.



Develop the leadership skills required for enacting change.



Overcoming resistance to change by identifying the reasons for why people resist change.



Explore the change management toolkit by using models such as the DICE model of organizational change and Kotter's 8-step model of change.

## Why People Choose to learn with the iIET...

Our unique approach brings together...

- Internationally recognized accreditation
- latest case studies from the worlds top companies
- most cutting-edge multimedia available



Our course content is designed to fit every learning style and support the non-English speaking audience.

## Who Should Attend This Program

If you are a project, program or change manager and either responsible for or involved in implementing change, then this course is for you. You will learn about a wide range of tools and methods, and gain fresh skills and a newly found confidence to successfully deal with all aspects of change.

- Senior executives
- Middle managers
- Team Leaders
- Human Resource Practitioners
- Change managers in search of new ideas
- Project managers
- Management consultants

**\*Successful completion of the course makes you a Certified Senior Change Management Professional. You can use the designation of SCMP<sup>™</sup> on your resume and business card.**

## Course Requirements

Delegates must meet the following criteria to be eligible for certificate of completion:

- 1. Attendance** – delegates must attend all sessions of the course. Delegates who miss more than two hours of the course sessions will not be eligible to sit for the Certified Senior Change Management Professional (SCMP) Examination.
- 2. Successful completion of the course work and exam** – Upon completion of this training course you will **receive your certificate from iIET**, an internationally accredited learning center recognized by Qualifi Ltd., a UK govt recognized awarding organization.

- \*Earn Professional Development Units towards maintaining your relevant certification/license.**
- \*Earn PDUs (Professional Development Unit) upon successful completion of this program to maintain your PMI Certification.**
- \* Earn PDC's (Professional Development Credit) upon successful completion of this program toward SHRM.**

## Day 1: Fundamentals of Change Management

- Understanding the need for effective change management
- Importance of change
- Leading Change
- Successful change initiatives

## Psychology of Change

- Theories and Perspectives
- Emotional Cycle of Change

## The reasons for Change and Strategy

- What is Strategy?
- Strategic Project Planning: To plan or not to plan?
- The triggering event
- Defining Corporate Strategy and Competitive Advantage
- Case Study: **Starbucks**

## The Tools and Techniques for the Strategic Analysis

- Benchmarking
- Balanced Scorecard Approach
- Strategy Mapping
- SWOT/PEST Analysis

## Day 2: Change Management and Project Management

- Definition of a project
- The role of change management in projects
- Project life cycle
- Key knowledge areas of project management

## Change Management

- The emotional cycle of change management
- Kurt Lewin's Model of change management: The 3 stages of change
- John Kotter's 8 Step Change Model
- Reading: "**Leading Change Why Transformation Efforts Fail**"

## Process of Change

- Dice model of Change
- Using change management models
- Creating a sense of urgency

## Culture, Change and Organizational Values

- What it means to manage culture
- The effect of organizational values on change
- Ways to develop inventions and action research
- What to do when tensions rise
- International impacts on organizational behavior

## Day 3: Understanding Change Management

- What constitutes effective change leadership
- How to develop a leadership strategy and leadership courage
- Ways to deal with processes and evolutionary change

## Implementing Organizational Changes

- How to effectively communicate your organization's vision and mission
- Ways to explain the reasons and timing for change
- Opportunistic change, time pacing and growth stage
- How to establish and provide directions for change

## Effective Change management for executives

- Designing effective change programs/plans
- Creating an adaptive corporate environment
- Understanding the transition process
- Coping with Uncertainty

## Overcoming Resistance to Change

- Identifying the reasons for why people resist change
- Create a way to communicate with employees about new initiatives and their progress.
- Develop key deliverables for each department, organization and person involved in the new business strategy

## Day 4: Stakeholder Management

- Stakeholder Analysis: Importance vs. Influence
- Sorting the stakeholders
- The stakeholders engagement pyramid
- Stakeholders analysis and communication
- **Group Activity:** Identifying Your Stakeholders PMBOK Guideline
- Case Study: **Communication Planning at Kelloggs**

## Reinforcing Change

- Tie successful implementation to compensation
- Collect and analyze feedback

## Celebrate success

## Strategic Human Resources

- Human Resource Strategies for Project Managers
- The 4 Steps of the Human Resource Planning Process
- Recruiting talent
- Outsourcing
- Global talent management
- Employer Branding: The 5 Steps to building an effective brand
- Case Study: **Virgin Media**

## Day 5: Leadership

- Emotional Intelligence
- Leadership Styles and Traits
- Hershey-Blanchard Situational Leadership
- **Group Activity:** Emotional Intelligence
- **Group Activity:** Johari Window Self- Awareness Activity

**This course will provide in-depth perspectives  
from the following companies...**

