Table of Contents: 16-Hour Advanced Change Management Certification Progaram

Duration: 16 Hours (2 Sessions)

OUTLINES

DAY 1 — 8 HOURS

Module 1: Change Management Foundations (Condensed) — *1 hour*

(Only advanced essentials retained)

- Strategic purpose and value of change management
- The people side of change: behavioural impact, psychological triggers
- ROI of change management (business case, cost of poor adoption)
- Quick case analysis (Fail vs. Success comparison)

Module 2: PCT Model – Advanced Application — *2 hours*

(Cutting down basic explanations)

- Deep dive into PCT components
    - — Leadership/Sponsorship maturity
    - — CM vs Project integration performance

- Using the PCT Assessment to identify risks
- **Practical Activity:**
  Participants perform a real-project PCT Assessment and interpret risk trends.

Module 3: ADKAR Model – Advanced Diagnostics — *3 hours*

(Focusing on application, diagnosis, and gap resolution)

- Fast ADKAR overview (5–7 mins recap)
- Understanding behavioural barriers at each ADKAR stage
- Using ADKAR problem-diagnosis tools (templates, interviews, pulse surveys)
- **Activity:**
  Create an ADKAR profile for one employee group + identify corrective strategies.
- Link ADKAR outcomes to organizational adoption metrics.

Module 4 (Part A): Phase 1 – Prepare Approach (Advanced Strategy) — *2 hours*

Define Success

- KPI alignment with business outcomes
- Measuring behavioural adoption vs. deliverables

Define Impact

- Depth of impact analysis (role mapping, process-change severity)
- Identifying high-risk impact zones

Define Approach

- Culture, readiness, and historical barriers
- Change characteristics (complexity mapping)
- Resistance risk heat-map
- **Micro-Workshop:** Build a high-level CM strategy for a hypothetical transformation.

DAY 2 — 8 HOURS

Module 4 (Part B): Prepare Approach – Hands-On Project Work — *1 hour*

- Participants finalize their CM strategy for a selected project
- Peer review + facilitator feedback

Module 5: Phase 2 – Manage Change (Plan, Integrate, Execute) — *4 hours*

Develop Change Management Plans (Advanced Only)

- Sponsor Plan: driving visible leadership
- People Manager Plan: coaching scripts, objection-handling
- Communications Plan: targeting personas, timing logic
- Training Plan: proficiency mapping
- Resistance Management Plan: root-cause analysis tools

Integrating with Project Management

- Aligning milestones, RAID logs, and approval gates
- Embedding CM tasks within Agile/Waterfall environments

Execution & Tracking

- Adoption, usage, proficiency metrics
- Engagement dashboards
- **Activity:** Create a combined CM + PM integrated execution roadmap.

Module 6: Phase 3 – Sustain Outcomes (Advanced Sustainability Tools) — *2 hours*

Transfer Ownership

- Handover framework for operational leaders
- Accountability mechanisms

Assess Performance

- Using ADKAR & business KPIs to measure ROI
- Gap-analysis workshop

Sustain Adoption

- Reinforcement models
- Avoiding regression

Corrective Actions

- Behavioural interventions
- Re-communication / re-training strategies

Institutionalize Change

- Embedding into culture, SOPs, and performance systems
- Building long-term change capability

Final Capstone: Change Project Simulation & Assessment — *1 hour*

- End-to-end application: PCT → ADKAR → Plans → Sustain
- Practical exam or group presentation
- Certification review

Total: 16 Hours

Day	Duration	Modules Covered
Day 1	**8 hours**	Foundations, PCT, ADKAR, Phase 1 (Prepare Approach)
Day 2	**8 hours**	Phase 2 (Manage), Phase 3 (Sustain), Capstone Simulation