



CHANGE ACTIVATION TOOLKIT™

Opportunity Overview



CHANGE ACTIVATION TOOLKIT™

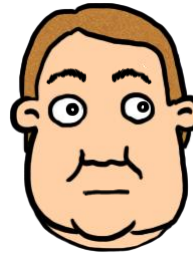
The Change Activation Toolkit solves the change awareness & engagement challenges with innovative learning & implementation resources that uplift organizational change capability & promote positive change behaviors.



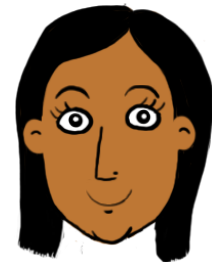
CRITIC



VICTIM



BYSTANDER



NAVIGATOR



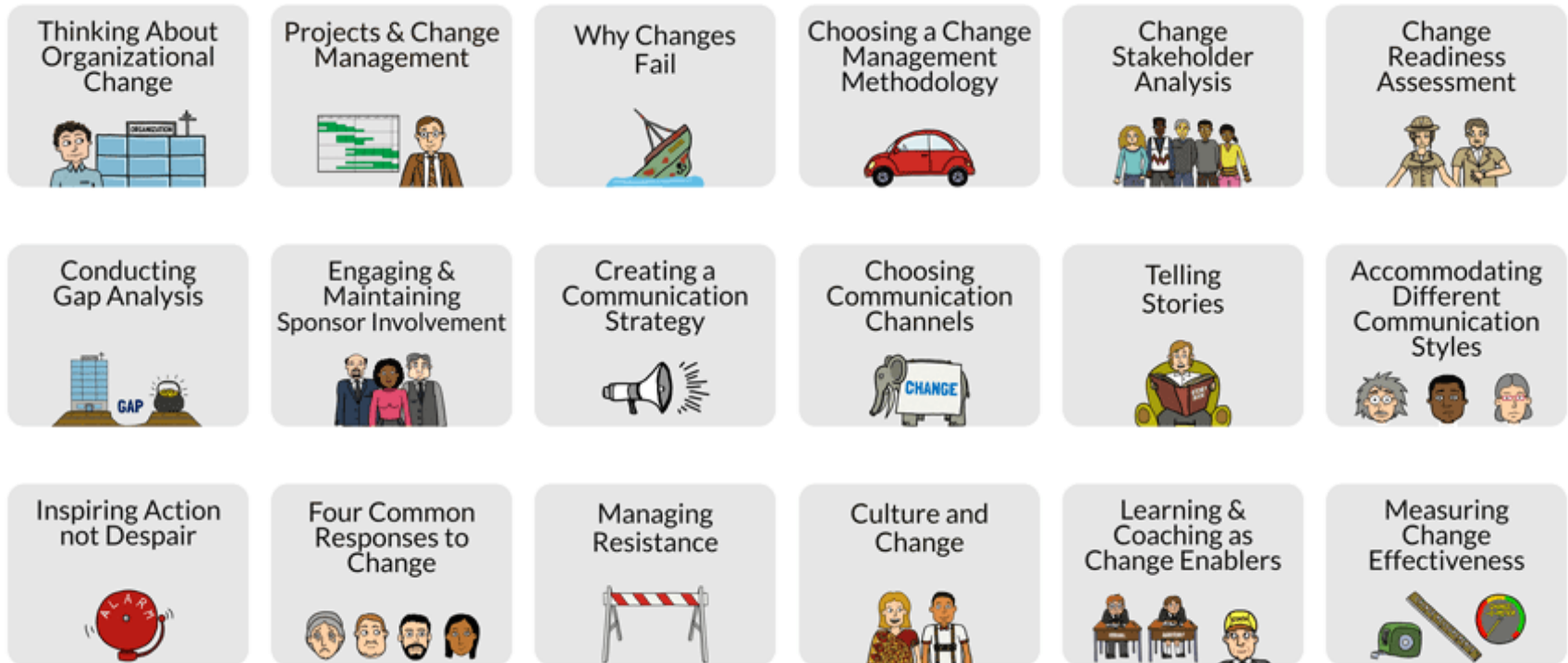
In brief

- ✓ 18 modules cover the whole change cycle
- ✓ Unique animated videos inform and inspire
- ✓ Boosts the effectiveness of all change methodologies
- ✓ Useful for multiple stakeholder groups
- ✓ Builds organizational change capability
- ✓ Ready-to-deploy resources via web portal
- ✓ Includes change implementation tools
- ✓ Incorporates accelerated learning principles



18 modules cover the whole change cycle

Each is a stand alone resource that features everything needed to deliver a transformational learning workshop that creates awareness and inspires positive change behaviors.



Modules can be inserted as needed into change initiatives and capability development programs.

Module features

All modules feature the following resources:



Workshop facilitation guides

Empower leaders to run transformational workshops with tangible outcomes



Workshop presentation slides

Ready to roll visually-engaging PowerPoint decks support facilitated workshops



Animated videos

Explain concepts & practices in a straightforward and memorable manner



Activity materials & handouts

Ensure engagement and retention of learnings & insights



Implementation tools

Used to both enrich learning and as useful implementation resources



Further reading guides

Guidance for those wanting to deep-dive in particular areas

Modules equip leaders throughout organizations with the tools needed to lead impactful change learning programs that result in tangible outcomes and the adoption of positive change behaviors.

All resources are written using straightforward, jargon-free language, allowing workshops to be facilitated not only by experienced change practitioners, but by leaders throughout organizations; including frontline managers, supervisors, senior leaders HR & org dev teams and L&D practitioners.

Unique animated videos

Each module features an animated video that explains change concepts and practices in an easily understood and highly memorable manner.



These short videos can be used as introductions for learning workshops & planning sessions; as catalysts for senior leadership discussions, or they can be accessed by managers & other stakeholders wishing to improve their understanding of organizational change.

Videos feature rich imagery, music & sound effects. A narrated point-form summary at the conclusion of each video outlines the key takeaways. This summary is also provided as a one page job-aid handout that can be given out to serve as a reminder of the learnings.

Go to www.betterbusinesslearning.com/modules to view previews of the videos.

Workshop activities

Within each module, facilitators can choose from a number of learning activities depending on participant needs, experience levels & available time.

Learning activity grid

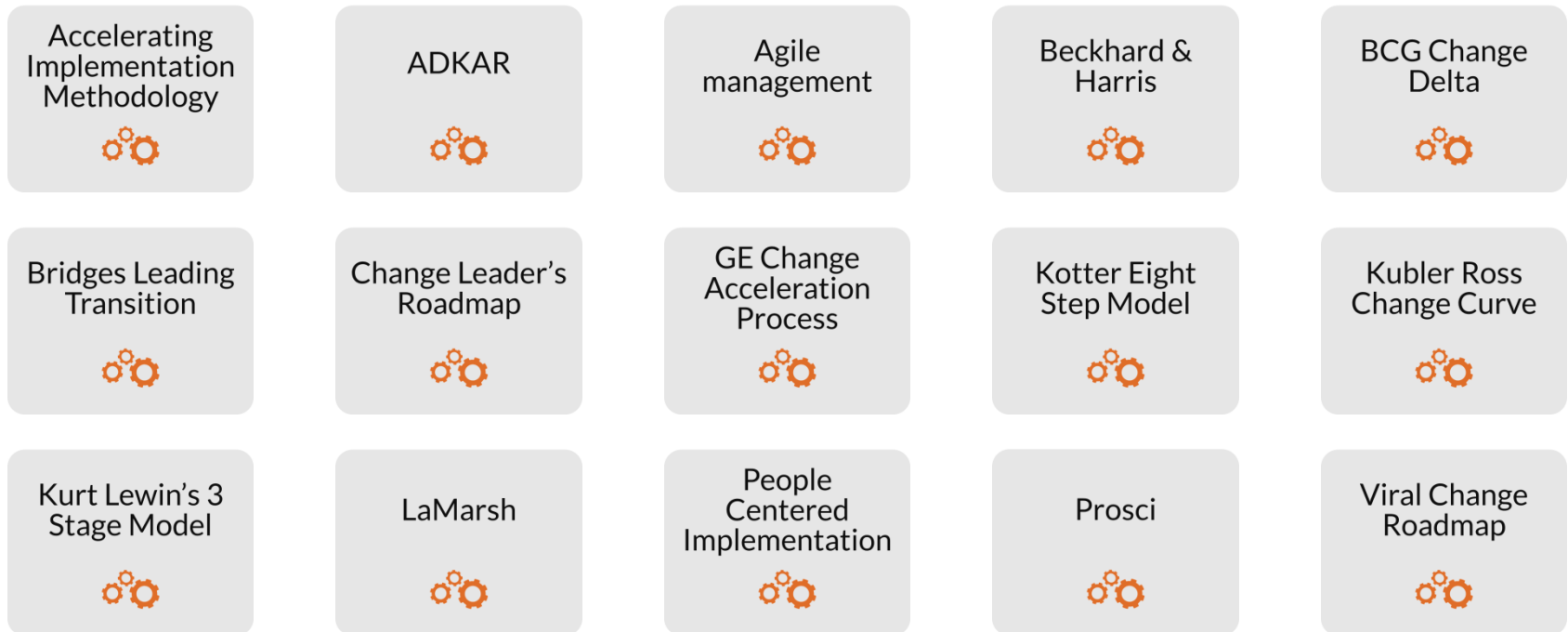
Activity	Title	Target audience	Suggested timing
<input checked="" type="checkbox"/> 1	Animated video (8:40 mins) Knowledge-check discussion Personal reflections	All learners	15 to 30 minutes
<input checked="" type="checkbox"/> 2	Different types of measurement discovery activity	All learners	30 minutes
<input type="checkbox"/> 3	The change report card activity	Learners new to change	35 minutes
<input type="checkbox"/> 4	Measuring the benefits activity	Executives, experienced change agents, sponsors	45 minutes
<input checked="" type="checkbox"/> 5	Wrap-up & set personal commitments	All learners	15 minutes

In this example, a learning workshop of between 60 and 75 minutes has been chosen.

Supports all change methodologies



The Change Activation Toolkit boosts the effectiveness of all change methodologies including:














A [compatibility guide](#) outlines which modules support the stages of the above change methodologies.

For organizations following a bespoke change methodology, our team can assist you to map the modules that can boost the effectiveness of the stages of your methodology.

Please find a compatibility mapping example on the next page.

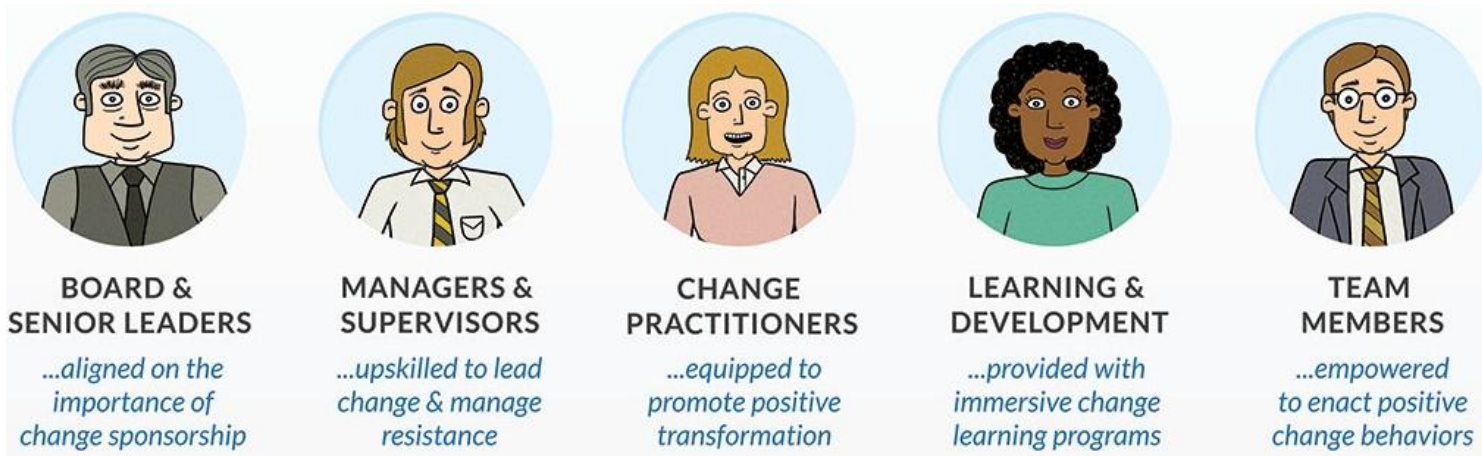
Example compatibility with methodology

This example shows which Change Activation Toolkit modules can be used to support and build engagement at the various stages of the ADKAR model:

ADKAR stage	Change Activation Toolkit modules that support this stage:		
Awareness	Creating a Communication Strategy 	Choosing Communication Channels 	Thinking About Organizational Change 
Desire	Inspiring Action not Despair 	Telling Stories 	
Knowledge	Accommodating Different Communication Styles 		
Action	Learning & Coaching as Change Enablers 	Managing Resistance 	Four Common Responses to Change 
Reinforcement	Measuring Change Effectiveness 	Culture and Change 	

Please visit our website at <http://www.betterbusinesslearning.com/compatibility> to view the compatibility guide for all change methodologies.

Useful for multiple stakeholders



Utilized by various groups to boost change ability

The Change Activation Toolkit can be used by varied groups within organizations in support of change initiatives, including HR managers, organizational development teams, L&D practitioners as a go-to resource for information and learning programming.

The modular structure of the Change Activation Toolkit also allows modules to be slotted into activities such as leadership development programs, on-boarding programs and more.

A foundational resource for change management centers

Organizations can use the Change Activation Toolkit as a foundational resource for centralized change management departments. The Toolkit materials can be branded with the change management center's departmental name, boosting credibility, reputation & awareness.

Builds change capability

In addition to supporting existing methodologies, the Change Activation Toolkit supports six organizational development themes:

Building Change
Foundations



Analyzing Change
Needs



Fostering Change
Leadership



Communicating
Change



Implementing
Change



Sustaining
Change



These six development themes specify which modules can be utilized to support building capability in these areas.

Development theme 1

Building Change Foundations

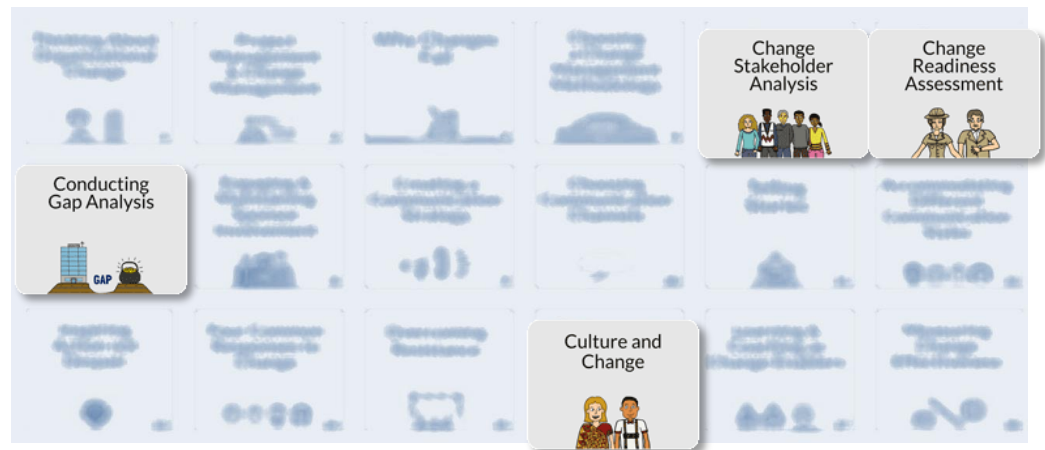
An excellent introduction to change for stakeholders at all levels throughout an organization.



Development theme 2

Analyzing Change Needs

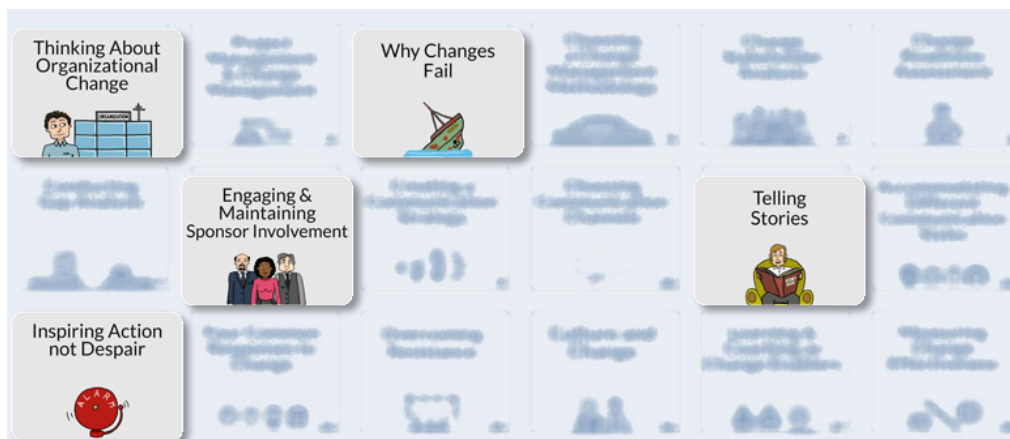
Empowers organizations to diagnose and understand their change needs by investigating the present and desired situations in depth.



Development theme 3

Fostering Change Leadership

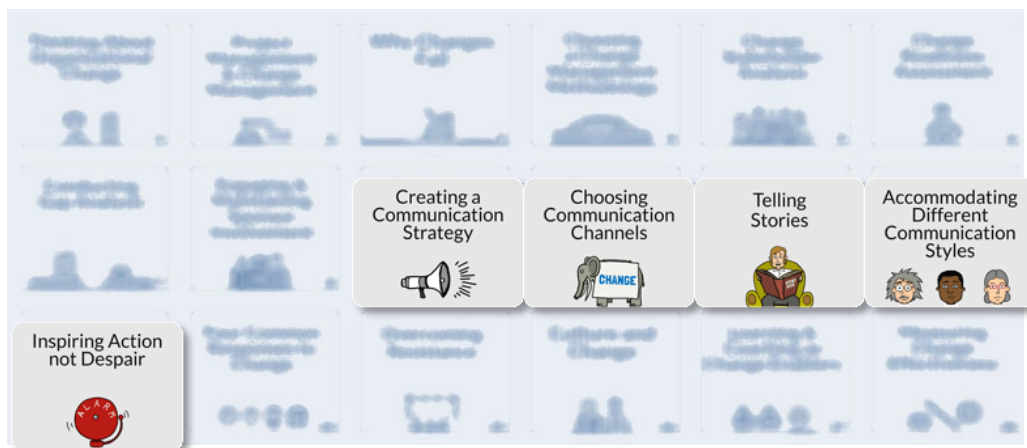
Build a change leadership development program or boost the change understanding of managers and change sponsors.



Development theme 4

Communicating Change

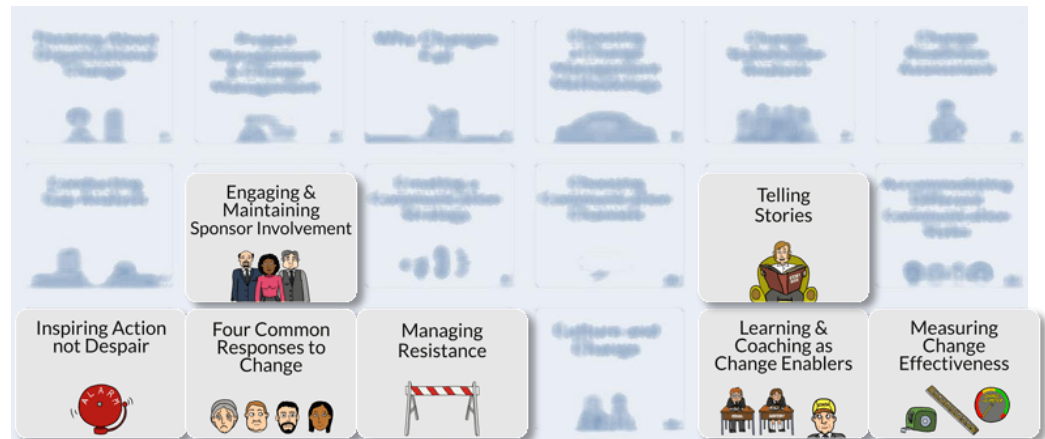
Support those leaders communicating change as well as change managers planning change communications.



Development theme 5

Implementing Change

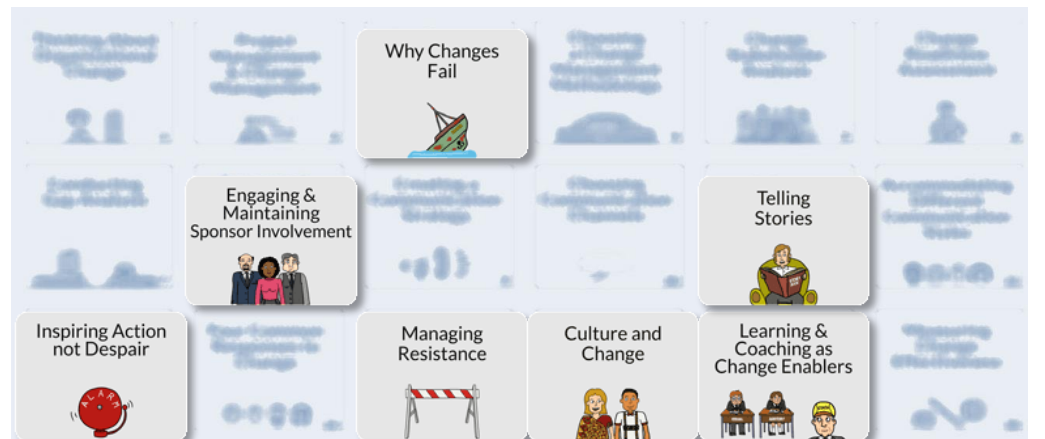
Crucial practices for change leaders and frontline managers whilst change programs are underway.



Development theme 6

Sustaining Change

Ensure change sticks. Support the ongoing maintenance of changes made.



Ready-to-deploy resources via web portal

The Change Activation Toolkit is accessible to registered users via the innovative changeactivation.com web portal.

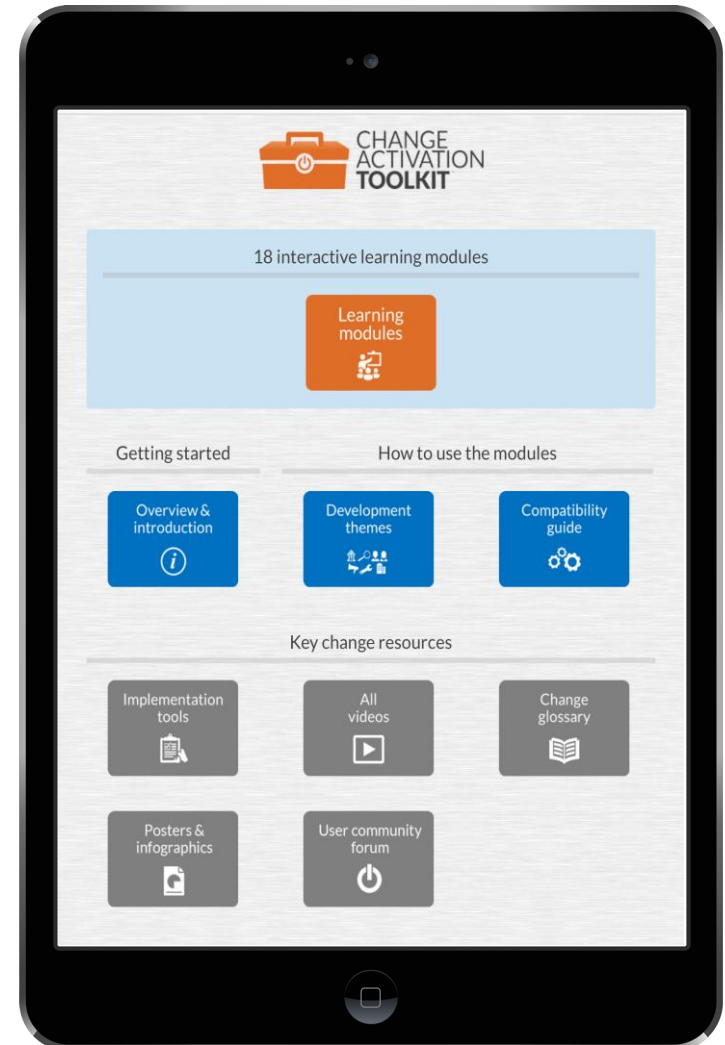
This gives users multiple entry paths into the Change Activation Toolkit's materials, including via the modules or directly accessing the implementation tools & videos.

The web portal can be made available to change practitioners, senior leaders, L&D teams, org. dev practitioners, HR managers, and line managers depending on organizational needs and change strategy.

The Change Activation Toolkit's digital resources can also be uploaded to your organization's internal intranet, SharePoint system or LMS.

Videos can be delivered in HTML5 SCORM compliant format in order to integrate them into e-learning programs. Printed hard-copy manuals are also available.

Contact us at info@betterbusinesslearning.com for a live demonstration of the changeactivation.com portal.



Includes change implementation tools



In addition to being a learning resource, the Change Activation Toolkit supports change initiative implementation through its included tools and templates:

Personal response to change tools

- Appreciative enquiry worksheet
- Personal change readiness self-assessment
- Personal lessons from change worksheet

Risk assessment tools

- Risk assessment template
 - incl. example responses

Stakeholder analysis tools

- Stakeholder mapping document
- Stakeholder profile document

Readiness assessment

- Organizational readiness assessment worksheet

Gap analysis

- SWOT analysis worksheet
- Three scenario examples provided

Sponsor involvement tools

- Sponsorship-style self-assessment worksheet
- Sponsor roadmap worksheet

Communication tools

- 'Planning a communication strategy' worksheet
- Communication channel matrix
- Message crafting template
- Stakeholder communications grid
- Storytelling story structure template
- 'Tailor the message' worksheet
- Vision statement worksheet

Resistance management tools

- Overcoming resistance worksheet
- Resistance contingency planning matrix template

Cultural analysis tools

- Cultural analysis template

Learning & training tools

- Stakeholder training needs analysis template
- Training needs analysis scenario example

Measurement tools

- Benefits measurement planning template

Project change management

- Project planning worksheet template

Accelerated learning principles

Simplicity & clarity



"If you can't explain it simply, you don't understand it well enough." - Albert Einstein

Each module of the Change Activation Toolkit has been designed to explore sophisticated change management concepts in simple, clear and accessible language. This approach means that people of all backgrounds, seniority, and experience with change are able to quickly become familiarized with best-practice change management concepts and practices.

Multi-sensory learning



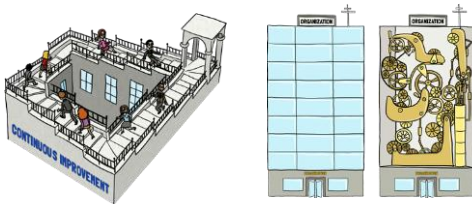
The Change Activation Toolkit was developed following accelerated learning principles, which are based on the study of the way that the brain acquires and retains information. This approach suggests that learning techniques that engage both the analytical brain as well as the emotional brain lead to better integration of concepts and adoption of new behaviors.

Characters & emotions



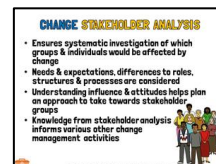
Over fifty unique illustrated characters were developed for the Change Activation Toolkit. These characters have expressive faces, showing the emotional impact of concepts being demonstrated; whether it is satisfaction from communicating a story about a well-implemented change, or frustration caused by a lack of involvement in the change process

Symbols & metaphors



Imaginative symbolic representations of common features of change initiatives appear consistently across all modules.

Review & consolidation



Each Change Activation Toolkit video is concluded with a review summary. This helps delegates to identify key learning points from the video and retain these concepts. A handout version of this summary is included with each module.

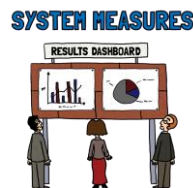
Discussion & reflection



Active consideration of the ideas presented in relation to personal experiences deepens comprehension of the ideas and commitment to the adoption of new behaviors.

Key benefits

- ✓ Aligns leadership, management and workforce understanding of change
- ✓ Highly visual materials ensure engagement with stakeholders at all levels
- ✓ Acts as a 'go-to' resource supporting a 'change ready' organization and transformational leadership objectives
- ✓ Accelerates learning and achievement of organizational Change Management Agility
- ✓ Supports all existing change models, methodologies & frameworks
- ✓ Affirms change management principles with clear and easy-to-understand guidance in transforming attitudinal change behavior issues
- ✓ Integrates experiential-based learning into existing organizational learning programs
- ✓ Enables openings for action, collaboration and co-creation supporting sustained change capabilities
- ✓ Memorable illustrations and straightforward explanations create rich learning experiences that lead to tangible outcomes and positive change behaviors:



Facts & figures



- More than **15** change practitioners, academics & business educators from **5** countries were involved in the development of the Change Activation Toolkit
- **6** organizational development themes develop change capability
- **18** learning modules support the development themes
- **125** minutes in total of highly engaging animated videos
- Over **200** handouts, templates & worksheets are included
- Over **100** articles, books, research studies and frameworks listed in the further reading resource guide
- Over **90** terms defined & explained in straightforward, clear language in the included change management glossary
- Over **750** illustrations were created by **2** artists to ensure the Change Activation Toolkit's animated videos are unique, memorable and engaging
- Over **50** unique change stakeholder characters appear in the videos, each portraying a different response to change
- **2** language versions are currently available: US English and UK English

Expert contributors

The Change Activation Toolkit is the result of an 18 month intensive development effort between change practitioners, academics and business education specialists to ensure it reflects best-practice and meets the needs of real world organizational change initiatives.



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Claire Dellar
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Jean Deslauriers
Canada



Candy Mirrer
USA



Karen Noble
USA



Valerie Roy
USA



Dave Sook
Canada



Betsey Upchurch
USA



Karen Mikami
USA/Australia

Testimonials



The Better Business Learning Change Activation Kit could help organizations improve synergies during any type of change initiative, reducing risks, speeding up the change process without impacting personnel's morale, thus increasing the overall success and effectiveness of the change.

Jessica Minghinelli, Process & Quality Lead, Xerox Europe Ltd



It can be used to train change management skills and also a tool for trainers to use to ensure consistency of messaging. I love how you provide suggestions of how to use, when to use, cheat-sheets and checklists, and how it links to different methodologies. It makes it a one stop shop.

Ania Szpakowski, Change Program Manager, Zurich Insurance



The materials cover the whole range of change management practice. For busy people who need answers now, or for reflective practitioners seeking to deepen their knowledge, this toolkit is invaluable.

Dr Philip Stiles, University of Cambridge Judge Business School



**UNIVERSITY OF
CAMBRIDGE**

I plan to use some of the modules and associated videos to illustrate specific aspects of change management in the course of my MBA, MPhil and executive education lectures, as well as in some of my consulting work.

The videos have immense pedagogical value, and they are both long enough to convey core messages in an effective manner and short enough that they can be watched on the go, and absorbed without challenging the attention span of busy viewers. All the messages conveyed in the videos are clear and to the point.

Dr Allegra Hadida, University of Cambridge Judge Business School

Next steps

Contact Better Business Learning for license & pricing details

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About Better Business Learning

Better Business Learning specializes in producing innovative organizational learning resources. Our change management learning materials are now used in over 15,000 organizations in more than 140 countries. We attribute our rapid growth to the increasing recognition of the central importance of organizational change capability.



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