Prospectus
Overview

A scalable, ready-to-deploy suite of learning and implementation resources that boost organizational change capability and support change initiative implementation.
Product specifications

The Change Activation Toolkit is an organizational change management learning and implementation resource comprising of animated videos together with related implementation tools, facilitator guides, worksheets & handouts, reading guides and other materials.

✓ Covers the whole change cycle
✓ 18 stand-alone learning modules support capability development & change initiatives
✓ Ready-to-deploy via web portal
✓ Compatible with all change methodologies
✓ Features unique, engaging summary videos
✓ Includes 25 change implementation tools
✓ Rapidly builds organizational change capability
✓ Useful for multiple stakeholder groups
✓ Incorporates accelerated learning principles

Web portal is mobile/tablet ready
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:

CRITIC ☒ VICTIM ☒ BYSTANDER ☒ NAVIGATOR ✔
Six organizational development themes

The Toolkit builds capability across six development themes that cover the whole change cycle:

1. Building Change Foundations
2. Analyzing Change Needs
3. Fostering Change Leadership
4. Communicating Change
5. Implementing Change
6. Sustaining Change

Each of these development themes is supported by multiple learning modules (overleaf) that can be utilized to build understanding and mobilize action.
18 modules support development themes

Each learning module is a complete stand-alone resource including everything needed to deliver transformational workshops that create awareness and inspire positive change behaviors.
Module features

Each module features all of 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

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.
Building Change Foundations

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

Analyzing Change Needs

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

Fostering Change Leadership

Build a change leadership development program or boost the change understanding of managers and change sponsors.
Communicating Change
Support those leaders communicating change as well as change managers planning change communications.

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

Sustaining Change
Ensure change sticks. Support the ongoing maintenance of changes made.
Workshop facilitation guides

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

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

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

Please visit www.changeactivation.com/modules to view previews of the videos.
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
Ready-to-deploy via web portal

The Change Activation Toolkit is accessible to users via an optional web-based 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.

As an alternative, the Change Activation Toolkit’s digital resources can 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.

Please contact us at info@changeactivation.com for a live demonstration of the web portal.
Supports all change methodologies

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

- Accelerating Implementation Methodology (AIM)
- Beckhard & Harris Change Process
- BCG Change Delta
- Bridges Leading Transition Model
- The Change Leader’s Roadmap
- GE’s Change Acceleration Process
- Kotter’s 8 Step Model for Change
- Kubler Ross Change Curve
- Lewin’s Three Stage Change Model
- LaMarsh Change Management Model
- People Centered Implementation Model
- PROSCI
  - Enterprise Change Management Methodology
  - ADKAR Model
  - Change Management Levers
- Viral Change Roadmap Model

Our detailed compatibility guide outlines which Change Activation Toolkit learning modules support the stages and phases of each of these change methodologies.

For organizations following customized change methodologies, our team can assist you to map the Change Activation Toolkit’s modules to your methodology’s stages and phases to support engagement.
Useful for multiple stakeholders

Can be 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.
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.
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.
Testimonials

The Change Activation Kit helps 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.

Jennifer 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

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 Change Activation for license details

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About us

Change Activation specializes in producing innovative organizational learning resources. Our change management learning materials are now used in over 25,000 organizations in more than 140 countries. We attribute our rapid growth to the increasing recognition of the central importance of organizational change capability.