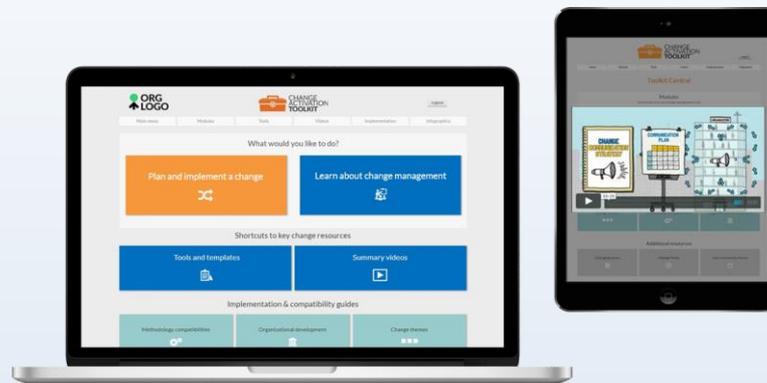


# Solution overview



Enterprise change management resource



# Common organizational challenges

## Change initiatives

- ❌ High failure rate
- ❌ Use of ad-hoc approaches
- ❌ Difficulty sustaining changes over time
- ❌ Existing change management resources fail to promote positive change behaviours

## Change maturity

- ❌ Lack of repeatable processes
- ❌ No coherent organization-wide approach to change
- ❌ Lack of understanding of change management concepts among leaders, managers and sponsors
- ❌ Difficulty building internal change capability

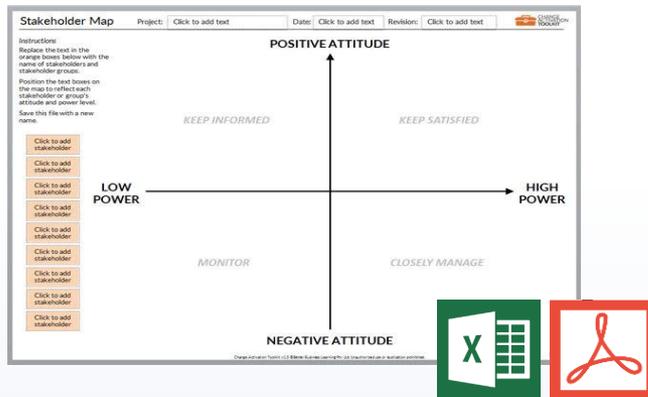
# The solution



- Scalable enterprise change management solution
- Ready-to-deploy digital resource suite
- Equips multiple groups within organizations with tools and guidance they need to understand, implement and sustain change

# Features

30+ easy-to-use tools & templates



18 comprehensive workshop guides & supporting materials

Activity	Target Audience	Suggested timing <i>(dependent on group size and experience level)</i>
<a href="#">Activity 1</a> Video, Group Discussion & Personal Reflections	All learners, however there is an additional reflection question for more experienced learners	20 - 45 minutes (Video duration 6:10mins)
<a href="#">Activity 2</a> Case study: Leading Change from the Top Down	All learners	40 - 60 minutes. An additional 20 minutes reading time may be necessary if learners have not done the pre-reading of the case study.
<a href="#">Activity 3</a> The Sponsor Roadmap	Learners new to change	20 - 30 minutes
<a href="#">Wrap-up &amp; commitments</a>	All learners	15 minutes

Job-aid summary

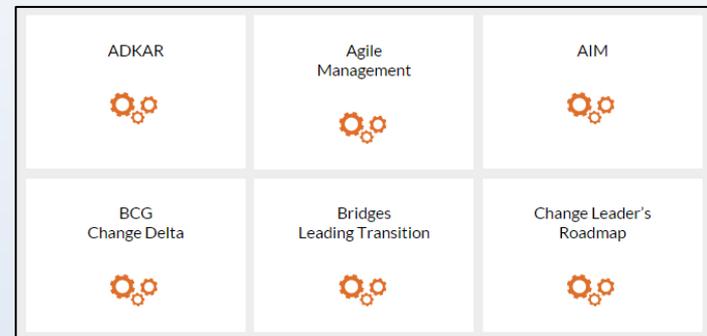
**ENGAGING & MAINTAINING SPONSOR INVOLVEMENT**

• **Sponsor involvement is critical to change success stakeholder group the change**

20+ engaging short summary videos



Integration & implementation roadmaps



# Supports multiple user groups

- ✔ **Managers**  
Can lead change via straightforward 3 step process or pick from individual tools & templates
- ✔ **Change managers**  
Freed up to act more strategically, can deploy resources where they are needed
- ✔ **Senior leaders**  
Access change sponsorship self-assessments, resources & guides
- ✔ **Learning & development**  
Can integrate change management into learning programming
- ✔ **HR business partners**  
Able to disseminate change tools & resources where most required
- ✔ **Change targets**  
Benefit from better planned, better implemented change initiatives

# Compatible with all change models & methodologies

Accelerating Implementation Methodology 	ADKAR 	Agile management 	Beckhard & Harris 	BCG Change Delta 
Bridges Leading Transition 	Change Leader's Roadmap 	GE Change Acceleration Process 	Kotter Eight Step Model 	Kubler Ross Change Curve 
Kurt Lewin's 3 Stage Model 	LaMarsh 	People Centered Implementation 	Prosci 	Viral Change Roadmap 

# A suite of change implementation tools & templates at your fingertips

## Communication tools

- Stakeholder Communications Grid
- Communication Strategy Worksheet
- Communication Channel Matrix
- Message Crafting Template
- Storytelling Story Structure Template
- 'Tailor the Message' Worksheet
- Powerful Vision Statement Worksheet

## Change Impact Analysis

- Impact Analysis

## Change Scope

- Change scope analysis questionnaire

## Risk Assessment & Environmental Analysis tools

- Risk Assessment Template
- Environmental Forces Analysis
- SWOT Worksheet
- PESTEL Analysis (one page)

## Stakeholder Analysis tools

- Stakeholder Mapping Document
- Stakeholder Profile Document

## GAP Analysis & Org. Readiness

- Gap Analysis: Journey Map
- Organizational Change Readiness Assessment

## Sponsor Involvement

- Sponsorship-Style Self-Assessment Worksheet
- Sponsor Roadmap Worksheet

## Resistance Management

- Managing Resistance Worksheet
- Resistance Contingency Planning Matrix Template

## Cultural Analysis

- Cultural Analysis Template

## Learning & Coaching

- Stakeholder Training Needs Analysis Template
- Coaching Using G.R.O.W. Template

## Benefits Measurement

- Benefits Measurement Planning Template

## Personal Response to Change tools

- Appreciative Inquiry Worksheet
- Personal Change Readiness Self-Assessment
- Lessons Learned from Previous Changes Worksheet

XLS & editable PDF formats, each with instruction guide.



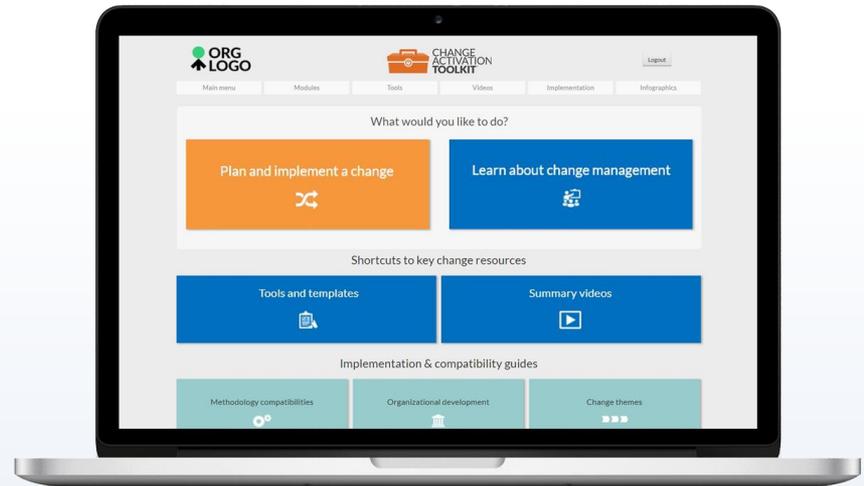
# Innovative learning modules cover the whole change cycle



Each with a facilitation guide, PPT deck, handouts, video & more.



# Upload to your intranet/SharePoint/LMS or access via our white-labelled web platform



You can upload all of the Change Activation Toolkit's 150+ files and folders to your organization's intranet, SharePoint or LMS.

As an option, we can create a white labelled web portal for your organization that makes the Change Activation Toolkit immediately accessible to your employees. We handle user login administration, access profiles, analytics, updates & site maintenance.

# Supporting change within leading organizations worldwide



# License pricing



Your license allows use all Change Activation Toolkit materials internally within your organization in perpetuity. All materials customized with your organization's logo. Delivered as a digital download (approx 1Gb) that can be uploaded to your intranet/SharePoint/LMS.

Pricing is based on organizational size measured by employee count (rather than per user):

Organization size	License (Single upfront fee)
0 to 25 employees	\$995
25 to 50 employees	\$1,995
50 to 100 employees	\$4,150
100 to 500 employees	\$8,950
500 to 1,000 employees	\$11,150
1,000 to 2,500 employees	\$16,150
2,500 to 5,000 employees	\$25,450
5,000 to 10,000 employees	\$34,450
10,000+ employees	Please contact us



Prices in USD

[info@changeactivation.com](mailto:info@changeactivation.com)

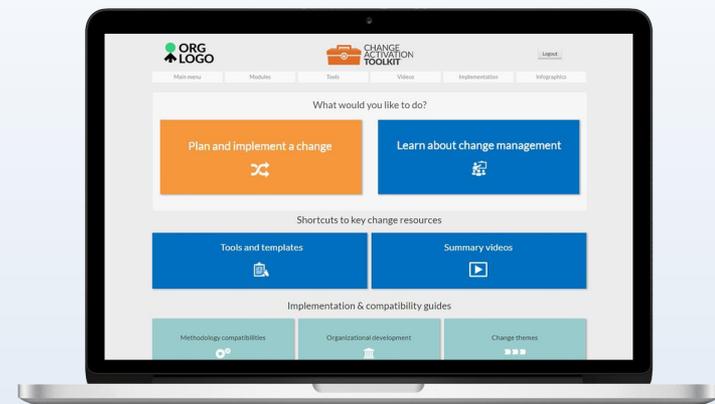
# Optional web platform



As an additional option, we also offer to make the Change Activation Toolkit accessible by your employees via our highly customizable white-labelled web platform. We handle user login administration, access profiles, analytics, updates & site maintenance.

(Your no-cost alternative is to host the Change Activation Toolkit digital materials within your organizational intranet/SharePoint/LMS.)

Organizational size	Optional Web hosting (billed annually)
0 to 25 employees	\$495/yr
25 to 50 employees	\$995/yr
50 to 100 employees	\$1,495/yr
100 to 500 employees	\$2,950/yr
500 to 1,000 employees	\$4,950/yr
1,000 to 2,500 employees	\$5,950/yr
2,500 to 5,000 employees	\$7,950/yr
5,000 to 10,000 employees	\$8,950/yr
10,000+ employees	Please contact us



Prices in USD

# Business case



Mitigates change pain-  
points



Boosts project success  
rates



Value as a learning tool



Frees up change teams to  
work more strategically



Compares extremely  
favourably to cost of  
developing an alternative  
in-house



Does not lock-in any  
particular methodology

A detailed business case outlining Toolkit ROI is available on request.

# Unique features



## Methodology agnostic

The Change Activation Toolkit supports the implementation of all change frameworks, models and approaches through its compatibility guide. <http://changeactivation.com/change-management-methodology-compatibilities/>

## No obligation to purchase consulting services

The Change Activation Toolkit does not come bundled with a consulting offering; instead it equips organizations with the resources and guidance to build change management capability internally.

## Integrates with organizational approach

Change Activation can customize the Change Activation Toolkit to ensure that it aligns with organizations own approach to change (if applicable). Thus it does not impose new processes over existing successful approaches to managing changes.

## Organization wide license structure

The Change Activation Toolkit is licensed per organization rather than per individual user. This ensures that resources can be utilized throughout the organization, being readily shared and not tied to any particular licensed or accredited individual.

## Integrates leadership development pathways

The Change Activation Toolkit is a hybrid between a change implementation resource and a change leadership development resource. Its learning modules have been designed to slot into organizational learning and development (L&D) programming.

# Contact us now for your demonstration & evaluation login!

Email: [info@changeactivation.com](mailto:info@changeactivation.com)

Phone: +61 468 422 500

## About Change Activation

Since 2010, Change Activation has been passionately helping organizations understand and implement change. Our change management materials are used in over 25,000 organizations in more than 140 countries.



[www.changeactivation.com](http://www.changeactivation.com)