CHANGE ACTIVATION TOOLKIT™

ENTERPRISE CHANGE MANAGEMENT SOLUTION

Prospectus

CHANGE ACTIVATION

ALL YOU NEED TO CREATE POSITIVE CHANGE™

www.changeactivation.com

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
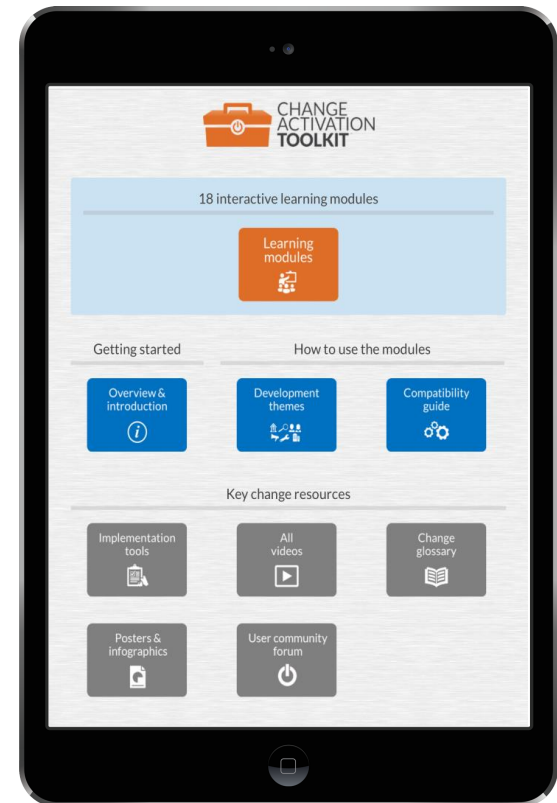
Web portal is mobile/tablet ready

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:

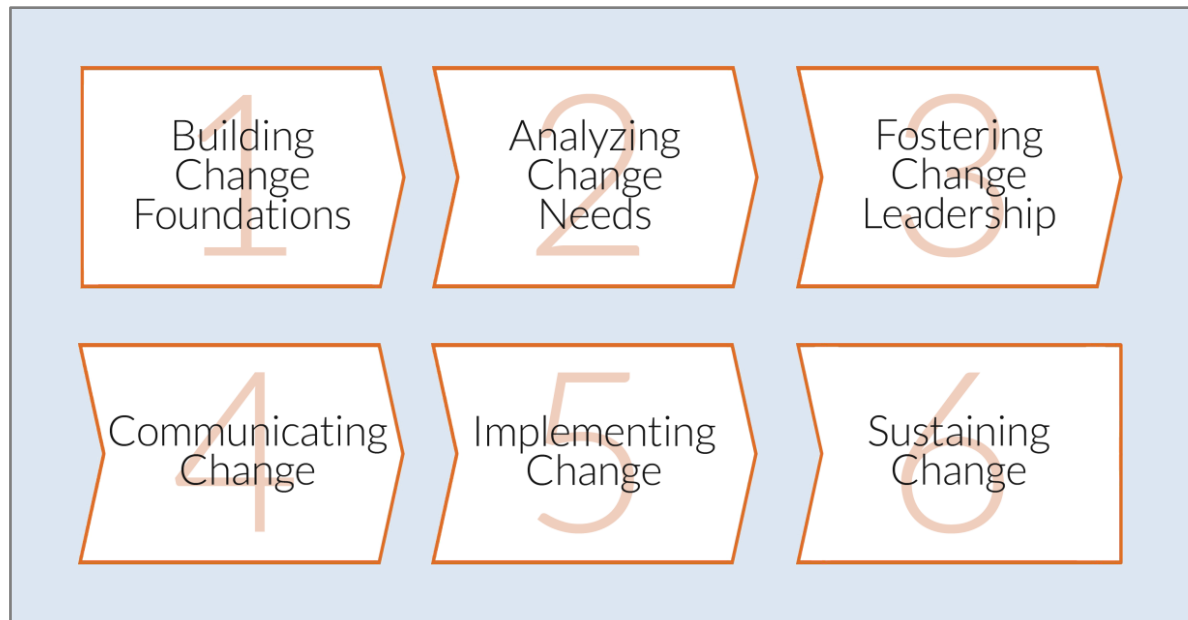CRITIC ✗   VICTIM ✗   BYSTANDER ✗   NAVIGATOR ✓
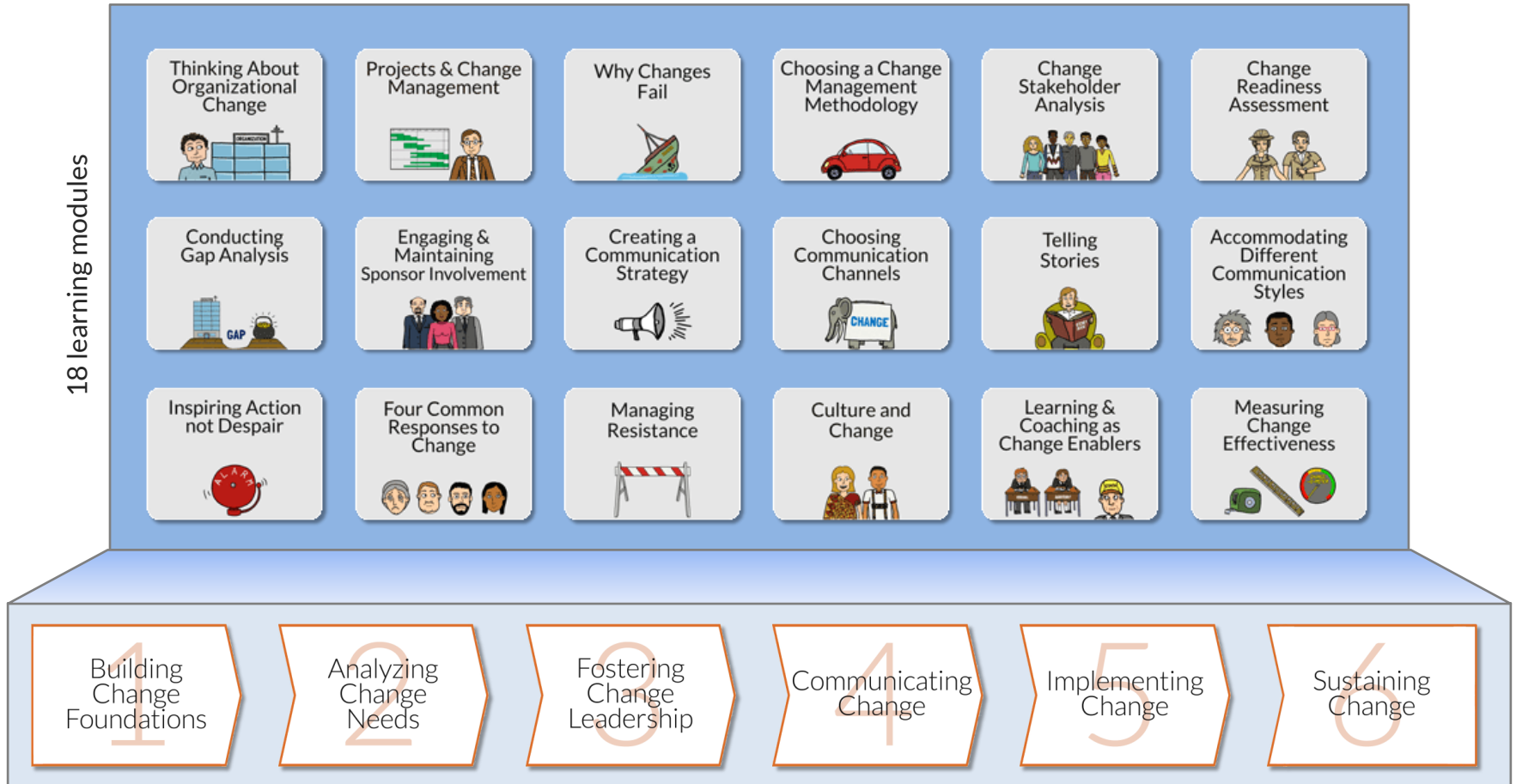
Six organizational development themes

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

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.

18 learning modules

Thinking About Organizational Change	Projects & Change Management	Why Changes Fail	Choosing a Change Management Methodology	Change Stakeholder Analysis	Change Readiness Assessment
Conducting Gap Analysis	Engaging & Maintaining Sponsor Involvement	Creating a Communication Strategy	Choosing Communication Channels	Telling Stories	Accommodating Different Communication Styles
Inspiring Action not Despair	Four Common Responses to Change	Managing Resistance	Culture and Change	Learning & Coaching as Change Enablers	Measuring Change Effectiveness

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

6 development themes

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 implementaion resources

Further reading guides
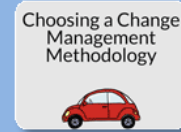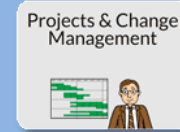Guidance for those wanting to deep-dive in particular areas

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.
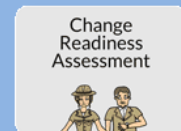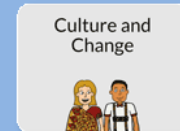
Development theme

Learning modules utilized

Building Change Foundations

1

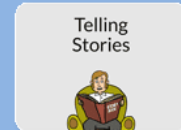An introduction to change for stakeholders at all levels throughout an organization.

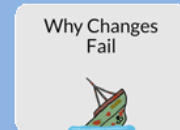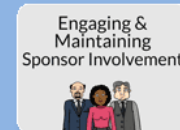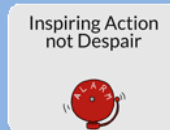|			
Thinking About Organizational Change	Projects & Change Management	Why Changes Fail	Choosing a Change Management Methodology

Analyzing Change Needs

2

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

Conducting Gap Analysis	Culture and Change	Change Stakeholder Analysis	Change Readiness Assessment

Fostering Change Leadership

3

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

Inspiring Action not Despair	Engaging & Maintaining Sponsor Involvement	Why Changes Fail	Telling Stories
Thinking About Organizational Change			

Development theme

Learning modules utilized

Communicating Change

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

Learning modules:
- Creating a Communication Strategy
- Choosing Communication Channels
- Telling Stories
- Accommodating Different Communication Styles
- Inspiring Action not Despair

Implementing Change

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

Learning modules:
- Engaging & Maintaining Sponsor Involvement
- Telling Stories
- Inspiring Action not Despair
- Four Common Responses to Change
- Managing Resistance
- Learning & Coaching as Change Enablers
- Measuring Change Effectiveness

Sustaining Change

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

Learning modules:
- Engaging & Maintaining Sponsor Involvement
- Why Changes Fail
- Telling Stories
- Inspiring Action not Despair
- Managing Resistance
- Culture and Change
- Learning & Coaching as Change Enablers

Workshop facilitation guides

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
☑ 1	Animated video (8:40 mins) Knowledge-check discussion Personal reflections	All learners	15 to 30 minutes
☑ 2	Different types of measurement discovery activity	All learners	30 minutes
☐ 3	The change report card activity	Learners new to change	35 minutes
☐ 4	Measuring the benefits activity	Executives, experienced change agents, sponsors	45 minutes
☑ 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.

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.

Included 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

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.
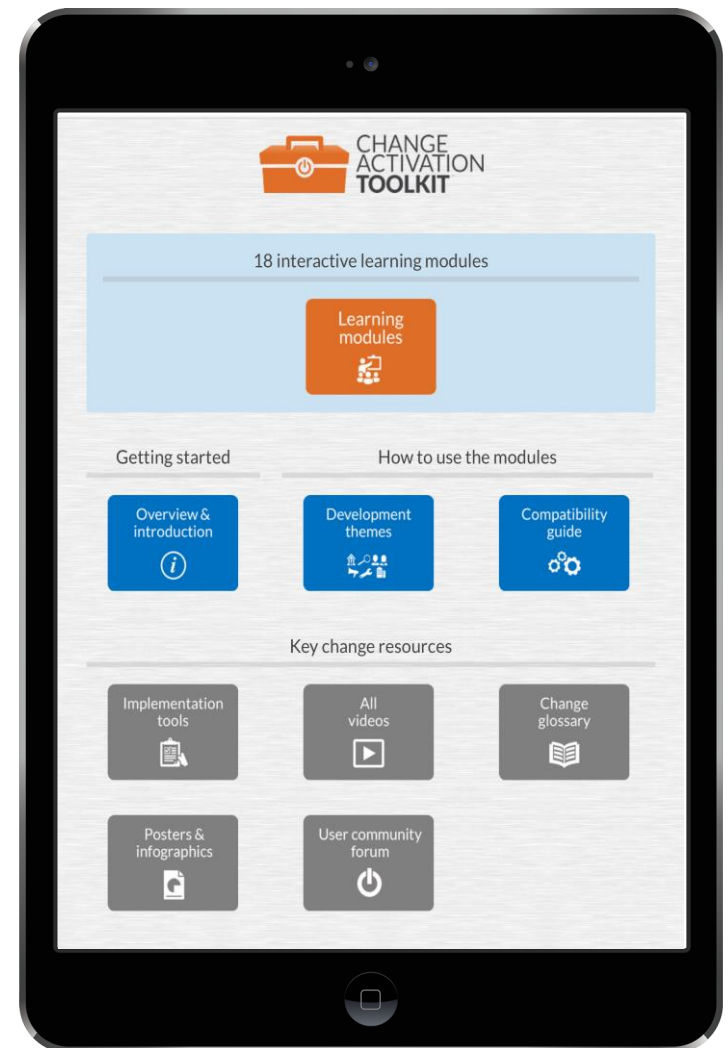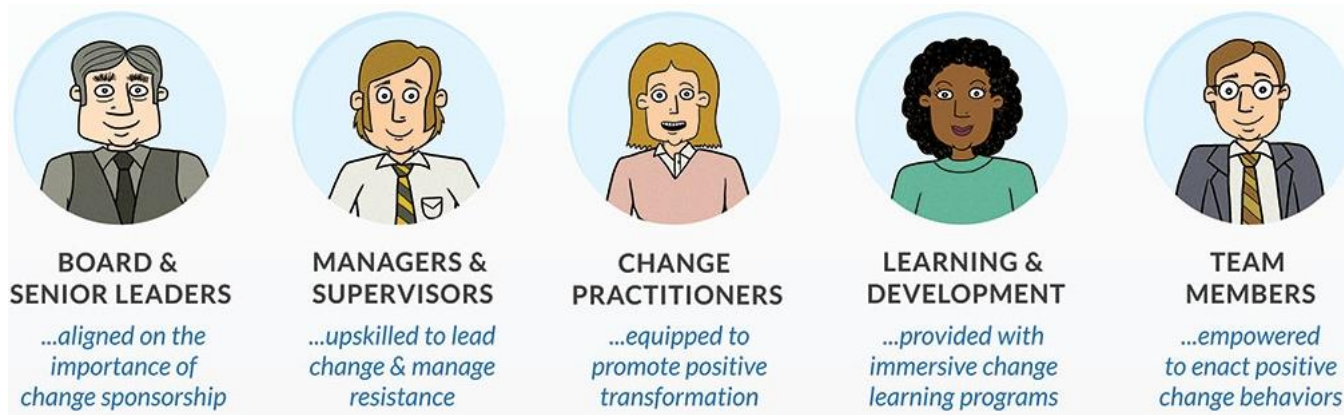
Supports all change methodologies

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

BOARD & SENIOR LEADERS	MANAGERS & SUPERVISORS	CHANGE PRACTITIONERS	LEARNING & DEVELOPMENT	TEAM MEMBERS
...aligned on the importance of change sponsorship	...upskilled to lead change & manage resistance	...equipped to promote positive transformation	...provided with immersive change learning programs	...empowered to enact positive change behaviors

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.
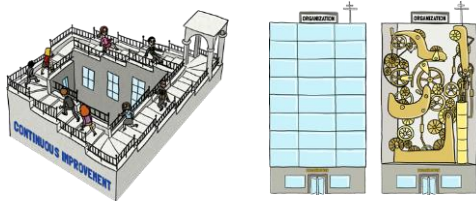
Accelerated learning principles

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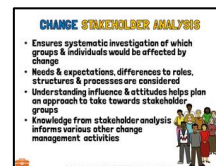
The Change Activation Toolkit was developed following accelerated learning principles, which are based on the study of the way that the brain acquires and retains information. This approach suggests that learning techniques that engage both the analytical brain as well as the emotional brain lead to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

Gavin Wedell
UK/Australia

Teena Cochran
USA

Claire Dellar
UK

Jean Deslauriers
Canada

Candy Mirrer
USA

Karen Noble
USA

Valerie Roy
USA

Dave Soock
Canada

Betsey Upchurch
USA

Karen Mikami
USA/Australia

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.

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

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.

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www.changeactivation.com