TPMG
Leadership Development

Organizational Change Management Practitioner Certification

"Applying cutting edge change management practices to successfully deliver change, organizational development, and digital transformation initiatives."

High Quality, Affordably Priced Training & Education

The Performance Management Group LLC

An Arizona Limited Liability Company (established in 1998)

Our Mission:

Helping public and private sector organizations become more productive, efficient & cost effective.
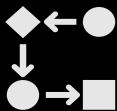
Our Structure:

We are a closely held group of consultants who consistently employ the signature TPMG performance improvement approach through specialized services including: Lean Six Sigma, The Balanced Scorecard, Performance Analytics, Process Transformation, Organizational Change Management and the technology of Robotic Process Automation, Machine Learning and Artificial Intelligence. Our company details are as follows:

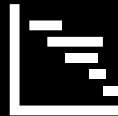|	
Address: P.O. Box 44989 Phoenix, Arizona 85064	NAICS Codes:
Email: info@helpingmakeithapppen.com	• 541611 Administrative Management & General Management Consulting Services
Phone: 602.692.5073 CAGE Code: 3SDW3	• 541614 Process, Physical Distribution, and Logistics Consulting Services
DUNS Number: 144166969	• 611430 Professional and Management Development Training

**How We Help
You Make It Happen!**

KPI's & Data Analytics	Process Transformation	Automation, Machine Learning, AI	Program Management	Professional Development Certificates	Digital Lean Six Sigma	Change Management

Organizational Change Management (OCM)

In the 21st Century, Change Management Matters

By some estimates, only 70 percent of change efforts are successful. Change is not an easy endeavor to oversee, and leaders don't always know the best approach or have knowledge of change management principles. A lack of a plan or method leaves room for error, so approaching change with no plan stacks the odds against the effort from the beginning. A change initiative is more likely to succeed if the organization approaches the change systematically using a set plan or methodology.

According to the American Productivity and Quality Center (APQC), Organizational Change Management remains among the top 6 skill sets in demand right now!

While organizations have made strides toward better change practices, there are still areas in need of significant development, including:

- Building change plans for enterprise-wide transformations.
- Incorporating measures to ensure adoption.
- Engaging stakeholders early in the change journey.
- Formalizing change agent roles.
- Fostering emotional intelligence and servant leadership.

This program offers a proven methodology with a consistent approach to apply:

- Skills and resources to support change
- Leadership methods that create buy-in and support
- Winning communications strategies
- Effective training and education
- Employee engagement/resistance strategies
- Rewards & recognition for full adoption of changes
- And much more!

"Applying cutting edge change management practices to successfully deliver change, organizational development, and digital transformation initiatives."

"$143,342.00 is the median salary for a change management consultant in the United States!"

(Salary: Change Management Consultant in United States 2024 | Glassdoor)

Online Organizational Change Management (OCM) Certification Training

In this 3 – 4-day program OCM candidates learn to leverage change management best practices to successfully drive Change Management, Organizational Development, and Digital Transformation initiatives. The program topics include:

1. Overcoming resistance to change
2. How to profile and lead varying types of change initiatives
3. Engaging and managing stakeholders
4. Developing and executing communication strategies
5. Creating and deploying change management plans
6. Training and development programs
7. Evaluating the impact of change
8. Influencing organizational culture transformation
9. Obtaining full adoption of change management initiatives
10. And much more!

Certification Requirements

Given the its nature, scope and level of complexity, change can impact individuals in different ways. As far as organizations are concerned, change management can affect strategy, structure, process and people at every level. This unique course is applicable to simple and complex changes where the attitudes, behaviors, skills and performance of employees may need to be adapted to fit new business models over time.

Successful completion of the OCM course requires completion of the online bootcamp, passing the certification exam, and successfully completing a change management certification project.

Organizational Change Management Practitioner Certification

In this 3 - to- 4-day course, candidates will cover various aspects of change management theory, methodologies, and best practices. This certification in change management will enhance a candidate's competencies and credibility in guiding organizations through periods of transition and transformation. The qualification they earn signifies that they have acquired a certification consistent with an industry standardized body of knowledge. It also indicates you have demonstrated a level of proficiency in applying that knowledge to facilitate successful change initiatives.

Through online live or on-campus instruction, real world case studies and practical exercises, TPMG promotes powerful change management skill building. The program uses multimedia presentations; value added tutorials and real-world application of change management practices. Successful completion will enable candidates to master the following competencies – including:

1. Profiling and leading varying types of change initiatives
2. Overcoming resistance to change
3. Engaging and managing stakeholders
4. Developing and executing communication strategies
5. Creating and deploying change management plans
6. Training and development programs
7. Evaluating the impact of change
8. Influencing organizational culture transformation
9. Obtaining full adoption of change management initiatives
10. And much more!

Policies

Consulting faculty and candidates are responsible for understanding and adhering to all policies contained within this document:

Course policies are subject to change at the discretion of the consulting faculty. In accordance with the standards set by TPMG's Competency Based Education Platform®, those who complete the program will not only receive a professional certification in change management but will also earn Continuing Education Units (CEUs). The CEUs awarded are globally recognized units designed to provide a record of an individual's continuing education accomplishments. One CEU is awarded for each 10 contact hours of instruction and time allocated toward change management initiatives. TPMG Education Services will record a transcript at TPMG headquarters. It shall contain:

• Name of the certification course

• Name, dates and location of training

• Candidate name, email address, phone number, course candidate number.

In accordance with the standards set by the Project Management Institute (PMP® Credential Handbook), those who attend and complete this certification program will qualify for Professional Development Units (PDUs). The PDUs are internationally recognized units designed to record a Project Management Professional's continuing education and quantify professional learning and service activities. As a "category B" learning event, each hour of instruction related to project management, as designated by "A Guide to the Project Management Body of Knowledge (PMBOK® Guide)", equals 1 PDU. Successful candidates are authorized to place the "CCMP" designation, which acknowledges this credential, following their name.

Organizational Change Management Practitioner Certification

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Units		Topics	Case Studies	Competency Building Exercises
Unit 1	**Introduction to Change Management**	• Definition of Change • Types of Change • The Practice of Change Management • The Forces that Drive Organizational Change • Why Change Management Matters • Course Preview and Expectations	• Shifting Gears – Managing Organizational Change	Structured discussion: • Defining change • Understand and differentiate the types of organizational change. • Summarize the stages of change. • Explain the importance of communication in change management.
Unit 2	**Change Management Perspectives (Perceptions)**	• Impact of change on individuals • Impact of change on organizations • Organizational culture and overcoming resistance to change • Key roles in organizational change • The psychology of me (how change managers successfully respond.)	• Case Study - A Discussion with Psychologists: Eve Ash and Peter Quarry; Impact of Change on Individuals • Elke Weber, Professor Columbia Business School Bias and Psychological Barriers to Organizational Change • Overcoming Resistance to Change	Structured discussion: • How individuals emotionally react to change? • How does the change practitioner help individuals? • Understanding a tolerance for uncertainty. • The rate of change and its implications. • Why change is hard for organization. • Query theory and how it works. • The order of consideration and why it matters? • Types of resistance and how to anticipate, prevent and overcome them • Roles in organizational change management

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Units		Topics	Case Studies	Competency Building Exercises
Unit 3	**The Change Management Method – 5 Steps to Facilitating Change**	• The Benefits of Change Management • Define 5-step method to facilitate change • Kurt Lewin Model of Influencing Change • OCM Framework for Successful Change	• HBS: 5 Critical Steps in the Change Management Process • Call Center /Answer Call Rate (IVR Prompt Change, ABB Payment Plan, Eliminate Post Call Processing)	Candidate Practical & Presentations: • Taking Custody and Chartering the Change Project • Change Impact Assessment • Stakeholder Analysis • Champion and Sponsor Profiling • Communication Strategy • Training Strategy • Change Management Planning • Facilitating the Change (Kickoff, Stand Ups, Readiness Reviews, Progress Updates) • Embedding the Change – Control Plan
Unit 3.1	**Unit 3.1: The Importance of Communication**	• Theory of effective communicating • Communicating change • Communication channels Section • Communication planning Section • Monitoring and evaluating communication effectiveness	• Keeping in Touch: Interpersonal and Organizational Communication	Structured Discussion: • Defining Communication and Information • Model the Communication Process • Formal vs. Informal Communication Processes • Lateral vs. Vertical Communication Back-to-Back Exercise: • Appreciating the variables of the communication flow
Unit 4	**The Psychology of Influencing Behavior**	• Operant Conditioning	• The SID Story	Structured Discussion: • The ABC's of Operant Condition • Conditioning Ideas and Planning

TPMG

Organizational Change Management Body of Knowledge (OCMBoK)

I.   Understanding Change Management
Definition of change, understanding the types of change, defining the practice of change management, describing the forces that create and drive change, why change management as a profession matters.
II.   Change Management Perspectives
Change and the individual: Individual readiness focuses on employees' skills and abilities, in addition to their motivation, perceptions, and behaviors toward change projects. Change and the organization: Organizational readiness focuses on the readiness of the organizational environment, in which change is to be implemented and can be seen in three aspects: cultural, commitment, and capacity readiness. Key roles in organizational change Organizational culture and coping with change (Resistance)
III.   Stakeholder Strategy
Stakeholder strategy, identifying and segmenting stakeholders, profiling stakeholders, readiness for and resistance to change, determining engagement roles and responsibilities
IV.   Communication and Engagement
Theory of effective communicating, communicating change, communication channels, communication planning, monitoring and evaluating communication effectiveness.
V.   Change Impact Assessment
Assessing the impact of change, assessing and managing the risks of change, business continuity and contingency during change.
VI.   Change Readiness Assessment
Building individual motivation to change, building organizational readiness for change, preparing for resistance, measuring change effectiveness
VII. Change Management Planning
Change within project governance structures, establishing a change management plan, executing change within a project management environment, transitioning to the business.

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Organizational Change Management Body of Knowledge (OCMBoK)

VIII. Education and Learning Support
Learning theory and skills development, identifying and meeting learning needs, training needs assessment, behavioral change and coaching.
IX.   Facilitating
The role of the facilitator and the skills required, preparing a group process, facilitating a group process, virtual meetings, facilitation structures and techniques.
X.   Sustaining Change
Leadership levers, useful checklists and tools, reinforcement systems, control plan