

BECAUSE CHANGE IS **GOOD**



"It is not often that a tool can be so much fun to use and extremely educational at the same time. Change Pro successfully provides both."

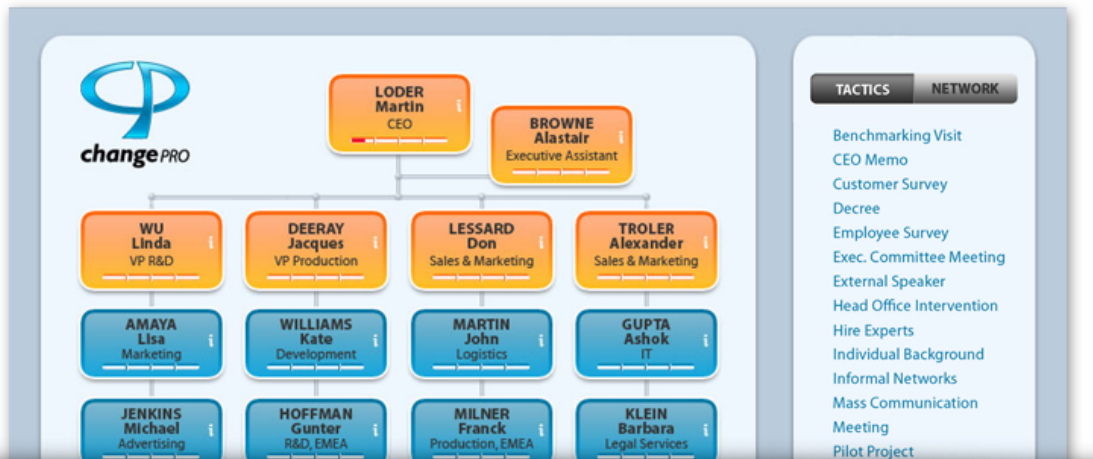
Is Change Pro for you?

- Does your organization have a large number of change initiatives and projects, some of which are not progressing fast enough?
- Are you personally involved in deploying a significant change initiative?
- Do you need your team or your organization to be more aligned in the deployment effort?
- Are some of your managers required to work in cross-departmental or cross-functional teams and finding hard to do so?
- Do you want to increase your team's or your organization's ability to manage change?



What is Change Pro?

Change Pro is a computer-based learning tool designed to help managers *increase* their ability to *implement* change



The Change Pro Challenge

Sent by Group Head Office into a successful division, your task is to support the deployment and implementation of the Group's latest major change initiative.

Using the 25 tactics at your disposal, you have 120 days to convince as many of the division's 24 top managers as possible to actively support this initiative and its implementation...



Who uses Change Pro?

Organizations

To support deployments of key initiatives and build change management capability.



Consultants

To help their clients reach their objectives and develop their practice in the process.



Managers

To align their team and speed up the implementation of projects and initiatives.



Educators

To provide their students (MBAs and Executives) with a vivid and memorable learning experience.



Who used Change Pro?

Organizations

- Air France - KLM
- AXA
- Barclays
- BASF
- Credit Suisse
- EADS
- EDF
- E.ON
- ExxonMobil
- HSBC
- Holcim
- KPMG
- Manpower
- Nestlé
- News Corp
- Novartis
- Oracle
- Philips
- Roche
- SAP
- Shell
- Siemens
- Valeo
- Vodafone
- Xerox
- ...

Business Schools

- Carnegie Mellon
- Cranfield
- George Washington
- Hong Kong University
- IESE
- IMD
- INSEAD
- London Business School
- MIT
- Tuck School of Business
- University of Chicago
- Wharton
- ...



How to use Change Pro?

In training and executive development programs

- **To enhance managers' ability to manage change:**
in programs focused on leadership, leading change/implementing change, strategy implementation, managing, understanding and working with internal and external stakeholders, project management, sales effectiveness, how to get things done.
- **As a substitute or a complement to Outdoor exercises:**
The Change Pro Simulation generates "here and now" behaviour from executives, in order to provide "observations and material" that can be analyzed by each executive and by the group. It can also be used to complement 360 degree feedback and MBTI.



How to use Change Pro?

To build the organization's capability to manage change

- When a company needs to make sure that throughout the hierarchy, across functions and countries, several layers of management are able to tackle effectively and efficiently a high intensity and speed of change

To support the deployment of Six/Lean Sigma

- The Change Pro Simulation models the deployment of a Six Sigma initiative in one division of a large organization. Deploying Six Sigma requires training managers in a variety of technical skills, but an effective deployment also requires managing the change process and securing buy-in.



How to use Change Pro?

To increase the alignment of a project team or a management team

- **By enhancing collaboration and building the team:**
to work together more effectively. It generates enthusiastic and high-energy interactions and requires good communication and collaborative behaviour in order for the team to perform at its peak.
- **By supporting Action Planning:**
Change Pro helps to establish a common vocabulary around change and to anchor a few key principles of change management, which can then be applied to the specific challenge faced by the team.



How to use Change Pro?

In annual Corporate Meetings

- The Change Pro Simulation can help design a great experience for a large group. The work in small group will be exciting and intense and will be stimulated by a sense of emulation with the other groups. Debriefing in small groups and in plenary will cement key learning points for everyone.



Sources of learning


During a Change Pro session, learners are exposed to five sources of learning:



- Their fellow group members
- The virtual organization
- Debriefing in small group
- Plenary discussion
- Instructor input and insights



Why Change Pro works



INCREASED CAPABILITY

- Opens managers up for learning
- Helps them reflect on their experience
- Structures the discussion
- Illustrates good practice
- Engages them emotionally

Bridges the Knowing-Doing Gap



Key Take-aways include:

- The importance of investing time and energy into managing the change process
- Stakeholder analysis: Identifying key influencers and understanding their attitude toward the project
- How to work with stakeholders to secure support and overcome resistance
- The importance of formal and informal networks (and how to use them)
- The need to use a mix of tactics (one-on-one, small group, large group), and making the best use of each kind



Key Take-aways include:

- Timing and sequencing: the importance of doing the right things at the right time
- How to develop and maintain the momentum of a project
- The need to “make the case for change” early on (and how to do so)
- The importance of communication (what, when and through what media)



Timing

Change Pro can be used in modules of 4 to 8 hours.

A typical Change Pro Simulation® session will feature four components:

- Introduction
- Work in teams of 3 to 5 learners
- Debriefing of the simulation run in small teams
- Team presentations and discussion in plenary

Half-day module

■ Introduction	0.5 h
■ Group work on simulation	2.25 h
■ Debriefing in small group	0.25 h
■ Group presentations, discussion and conclusions	1 h

Four hours is a strict minimum; five hours leads to a more comfortable introduction and debriefing.



Timing

Change Pro can be used in modules of 4 to 8 hours.

A full day allows for a second run of the simulation (often requested by participants), or for additional discussions following the plenary debriefing.

Full-day module:

■ Introduction	0.5 h
■ Group work on simulation	2.25 h
■ Debriefing in small group and preparation of group presentations	0.75 h
■ Group presentations, discussion and conclusions	1.5 h
■ A second simulation run, and/or additional discussions <ul style="list-style-type: none">- Debriefing and discussion of individual behavior and interpersonal dynamics- Action planning (application to own situation)	3 h



Testimonials

"Change Pro is an outstanding learning experience. It is an ideal capstone to our Executive Strategic Business Leadership Program."

Prof. Holly J. Raider
University of Chicago

"The session yesterday was very successful. There was strong appreciation for it and it was a real eye opener for many. I facilitated the plenary personally. The task was very easy with the Instructor Manual."

Antonio Ianora
Shell

"The simulation was a smashing success. I think we will make this a permanent feature of the course."

Prof. Steffen Raub
University of Lugano

"Change Pro is the latest and best in (its) genre of organizational change simulations... Overall, the Change Pro Simulation has proven itself to be an excellent tool for teaching the implementation of change."

Prof. John Weeks
in Academy of Management Learning & Education, pp. 415-419



Testimonials

"We were very pleased with the way the Change Pro Simulation ran during our workshop last Friday. We experienced no technical problems with the software and all participants were very enthusiastic about the simulation. Thanks for all your help during our preparation and we look forward to work with you in the future."

Tim Krechting, Consultant
Holland Consulting Group

"We are already applying the "Change Pro" methodology to an initiative to deploy 'project planning and execution excellence' in a specific area to develop coaching and quality in portfolio management... We have spent 3 hours identifying stakeholders, % of adoption, tactics, timeframe... and this is just the first step..."


CIO
Michelin Asia Pacific.



To make the Change Pro Simulation®
an even more effective tool internationally
Change Pro is available in these language :



Technical requirements:

- Microsoft  **Windows**
 - 2000
 - XP
 - Vista
- No network needed
- Can be run without IT intervention





For more information on
The Change Pro Simulation®
contact us at:

contact@learningways.com

or visit our web site at:

www.learningways.com

