

BUS-FPX4802: Overview of Change Management Strategy Hands-On Experience Project

Project Overview

To give you hands-on experience of how change management is applied in the “real world,” you will create a change strategy for an actual organization (or client) to support their change management needs. For the purpose of this course, you will only work on the strategy part of your client’s project, and your final deliverables will be the components of a change management strategy with recommendations that can be handed off to the client to execute.

You will engage with an outside group, such as your current workplace, a place of worship, or a civic group. Your mission is to help your client through a change they are going to implement in their organization. The projects listed below are just examples of projects that require change management to support and sustain the change. Your project will be dictated by the organization with which you engage and could be any type of project.

- New process is being introduced to a team.
- New system is being implemented in the company.
- New program to increase employee engagement.
- New program to support work-life balance and better health.

Make sure your project is suitable for you to apply change management assessment, interventions, and recommendations. As you choose your group, be aware that you will be asked to think about and make recommendations to this team's larger organization.

Your Task

You will create a change management strategy with recommendations that includes goals, roles, procedures, and relationships:

- Change management project goals and objectives.
- Stakeholder analysis.
- Assessment of the current environment of the organization.
- Intervention strategies that will be used to manage the change.
- Reinforcement strategies that will support the adoption.
- Roles and responsibilities of the teams that are key to executing the change strategy.
- Plan to measure adoption, including the metrics to be used.

Your Deliverables and Timeline

Use this timeline to plan the change activities, tasks, and deliverables for your client project.

Task#	Activity/Task	Deliverable
1	Contact your client organization to secure participation. Briefly explain the nature of the project to the group, the time commitment, and that you will be reporting the results. Indicate to the group that you will identify the organization in the project proposal, but that you will protect personal information and identities.	
2	Prepare a brief overview about your client organization, the change need, project scope, sponsors and stakeholders, and a timeline.	CM Strategy: Project Proposal
3	Continue to engage with your client organization, letting them know what to expect, and begin to schedule meetings.	
4	Review the approach and plan with your client and ask for their input. Create a draft of the CM Strategy: Approach and Plan to share with your client organization.	
5	Prepare a final detailed plan that explains the change management goals and objectives, approach, tools you will use, and how you will complete the work.	CM Strategy: Project Approach and Plan
6	Start on the stakeholder analysis and other change management activities.	
7	Wrap up stakeholder analysis and other change management activities. Prepare a report of your findings.	CM Strategy: Stakeholder Analysis and Findings
8	Recommend intervention strategies, reinforcement and adoption support strategies, and adoption metrics to track adoption of the change.	CM Strategy: Recommendations for Intervention and Adoption Strategies
9	Prepare a presentation to the client that discusses the stakeholder analysis and findings, recommendations for intervention and adoption strategies.	CM Strategy: Client Presentation

10	Make a formal presentation to the client informing them of the change management strategy and recommendations.	
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