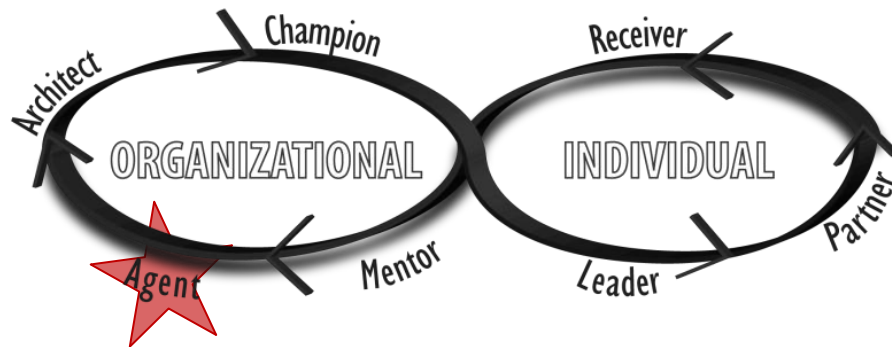


CHANGE AGENT CERTIFICATION



OVERVIEW

The Change Agent certification prepares both internal and external practitioners to build and execute comprehensive change plans within an organization. The certification consists of a pre-workshop assessment, attendance at a two day workshop and post workshop application and follow-up. The typical timeframe for completion is 1-3 months depending upon application opportunities.



AGENT:

The Change Agent is accountable for driving a specific change and responsible for building and executing tactical change plans in alignment with change strategy, coaching Change Champions and ensuring alignment of behavior.

PROCESS

1. Prior to the Change Agent certification, participants will complete an assessment to establish a baseline for their current level of change fluency. Additionally, participants will participate in a webcast introducing them to the critical success factors of Implementation Effectiveness. Lastly, participants will bring a project on which they are currently working to the workshop to provide greater retention of the information through real-world application.
2. The two day Practicing Implementation Effectiveness workshop is a fast-paced and interactive two-day educational event. Participants will work to understand the critical success factors of Implementation Effectiveness while engaging in a sophisticated business simulation, played competitively by teams, that provides a compelling hands-on lab for discovering and testing the link between strategy and execution.
3. Following the workshop, participants will complete post-work assignments and receive up to two 30 minute coaching sessions from II facilitators as they work to apply their learnings to build and execute a change plan. Participants will also have access to an online change agent community to ask questions and share best practices.

BENEFITS

Certified Change Agents (CCA), will receive:

- A credential which indicates demonstrated proficiency in the application of change principles to drive behavior change and employee adoption
- A copy of the Implementation Effectiveness Handbook, a pocket guide to application of concepts
- An individual "Rights to Use" license that includes a soft copy of tools/assessments in the Implementation Effectiveness toolkit
- An opportunity to buy additional Implementation Institute materials at discounted rates
- Membership in the Implementation Institute's user community of Certified Change Agents providing access to a network of change practitioners to ask questions and share best practices

