The definitive collection of change management research, planning and implementation resources
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Prosci is uniquely positioned to help your organization build internal competency in change management. As a research firm and learning organization, Prosci provides resources for:

- Executives and senior leaders
- Managers and supervisors
- Project teams
- Front-line employees

We give you the processes and tools to achieve project success and build the competency to manage change.
Effective change management requires action at all levels in the organization

Research shows that action is needed at multiple levels, from senior leaders to front-line supervisors, to achieve your change objectives. Prosci's approach provides a common language and customized tools for:

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**Senior Leaders**
- Actively and visibly support the change, build the coalition, and communicate directly with employees.

**Project Team**
- Develop change management strategy and plans, and provide support to other employees.

**Employees**
- Survive and thrive during organizational change.

**Managers & Supervisors**
- Coach employees through the transition and manage resistance.
Prosci’s Change Management Approach

Prosci’s 3-Phase Change Management Process

**Phase 1 - Preparing for change**
- Define your change management strategy
- Prepare your change management team
- Develop your sponsorship model

**Phase 2 - Managing change**
- Develop change management plans
- Take action and implement plans

**Phase 3 - Reinforcing change™**
- Collect and analyze feedback
- Diagnose gaps and manage resistance
- Implement corrective actions and celebrate successes

Prosci® ADKAR® Model

**Awareness**
**Desire**
**Knowledge**
**Ability**
**Reinforcement**

The Prosci® ADKAR® Model is:
- Prosci’s individual change model for managing change one person at a time.
- Designed to help diagnose barriers and resistance to change among employees.
- Featured in all of Prosci’s change management tools.

Prosci’s Organizational Change Management Process is:
- Scaleable and customizable to your organization and your specific change project.
- Comprehensive to reach multiple levels.
- Featured in Prosci’s Change Management Toolkit and online Change Management Pilot Professional™.

Order online at www.change-management.com or call +1 970-203-9332
Prosci – 1367 S. Garfield Ave. – Loveland, CO – 80537 – USA
## Prosci by the Numbers

<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>70,000+</td>
<td>Members of Prosci’s change management community</td>
</tr>
<tr>
<td>20,000+</td>
<td>Certified practitioners in Prosci’s change management methodology</td>
</tr>
<tr>
<td>3,400</td>
<td>Organizations that have contributed to Prosci’s best practices research since 1998</td>
</tr>
<tr>
<td>80</td>
<td>Percent of Fortune 100 companies that have purchased Prosci’s change management material or attended Prosci’s training</td>
</tr>
<tr>
<td>63</td>
<td>Countries that have participated in Prosci’s change management best practices research</td>
</tr>
<tr>
<td>8</td>
<td>Longitudinal studies on change management that Prosci has conducted over the last fifteen years</td>
</tr>
</tbody>
</table>
822 participants share lessons learned and best practices in managing the people side of change

Product stats:
Price: $349.00
Format: Research Journal
Pages: 250
Figures: 248
Tables: 24

The only report of its kind, Prosci’s Best Practices in Change Management benchmarking report will help you optimize your change management approach to achieve business results on change projects with real-world research. Learn key success factors, what works, what doesn’t and what mistakes to avoid from over 822 practitioners. Participants reveal the factors that most significantly contributed to their project success, past critical mistakes and what they would do differently on their next change projects. The 2014 report compares the most recent data with results from eight previous studies in the last sixteen years to give a longitudinal view of where change management is heading in the future. This study is Prosci’s most comprehensive to date, with 822 participants from 63 countries.

Key findings from this report:
• Success factors – Uncover the greatest contributors to the success of a change management program.
• Role of top management – Learn the key activities for executive sponsors, as well as the most common mistakes they make when leading change.
• Resistance to change – Learn the primary reasons for resistance to change and the most effective tactics to manage resistance.
• Methodology – Read about the ‘must do’ activities for each phase of the project.
• Communications – Discover the most effective methods of communication during the project.
• Change management competency – Learn about building change competency in your organization.
• Change saturation – Find out about new data on organizations and employees reaching their change capacity and what to do about it.

Sample participants

- AA Insurance Limited
- Amgen Inc
- Australian Federal Government
- APA Group
- Being Human
- Beraldo Management
- Blount International, Inc.
- Bonneville Power Administration
- Caterpillar Inc.
- Chaucer
- CrimTrac
- DynCorp International
- Hertz
- Integrys Energy Group
- Raytheon
- Renegade Concepts
- ReparsInc
- Resources Global Professionals
- ReStraL Limited
- Serco Consulting
- Seton HealthCare Family
- Shape Consulting
- Trexia
- Trustmark Insurance
- Virgin Australia
- Vrioni Consulting

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A COMPLETE GUIDE TO PREPARING AND IMPLEMENTING CHANGE MANAGEMENT USING THE PROSCI® ADKAR® MODEL

Product stats:
Price: $389.00
Format: Hard-copy binder & CD-ROM/USB
Templates: 14
Worksheets: 12
Assessments: 6
Figures: 34

Research says
The use of a structured change management approach and tools is one of the top three success factors for achieving business results on change projects.

Prosci’s Change Management Toolkit provides a comprehensive change management process that is scaleable for your business change, from formulating your change management strategy to implementation and follow-up. Templates, checklists, guidelines and worksheets are included on the CD-ROM/USB to make these tools fast and easy-to-use. The toolkit includes detailed planning templates, readiness assessments and guidelines for building executive sponsorship and managing resistance.

Toolkit elements:
• Change management overview - What is change management, why is it important, what can you do to manage change effectively.
• Assessments - Tools for evaluating your change and your organization’s readiness for change.
• Templates - Critical document templates for planning and executing change management provided on CD-ROM/USB.
• Theories and perspectives - A practical discussion of change principles and concepts.

• Change management process—Guidelines, templates and checklists for the entire change management process including planning templates for communications plan, training plan, coaching plan, sponsor roadmap and resistance management plan.
• Customization guidelines—Change management should reflect your unique change and the organization that is changing—learn how to adapt your approach and plans to the specifics of your project.

This tool will enable you to:
• Follow step-by-step instructions on how to formulate and implement change management on your project.
• Utilize the most up-to-date assessment tools to prepare a change management strategy.
• Create a comprehensive change management plan to implement your strategy.
• Integrate change management with project management to manage the people side of change, not just the business side.
• Actively manage employee resistance and resolve conflicts with the Prosci® ADKAR® Model.

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WEB-BASED TOOL FOR NAVIGATING YOUR CHANGE MANAGEMENT STRATEGY AND PLANS

Product stats:
- Price: $489.00
- Format: Web-based tool with electronic templates
- Templates: 27
- Assessments: 20
- Presentations: 6

The Prosci® Change Management Pilot Professional™ features Prosci’s entire change management process and approach in web-based format. You can access any component of the methodology anytime, anywhere in less than four clicks. The Change Management Pilot Professional provides more than 200 pages of Prosci’s popular Change Management Toolkit, over 25 downloadable planning templates and the complete set of change readiness assessments in an easily accessible web-based format. The tool also includes process drill-down capability, benchmarking results from more than 3,400 research participants, eLearning modules and ready-to-use change management presentations.

Pilot elements:
- CM Process—The complete Prosci® Change Management methodology, including step-by-step instructions for creating a strategy and implementing the change management plans.
- Templates—Downloadable templates in easy-to-use formats that you can customize for your project.
- Assessments—Downloadable files to use in formulating your change management strategy.
- Presentations—Five presentations to download and use with your organization.
- Problem-solving—Trouble-shooting guides for common problems in managing the people side of change.
- Roles—Definitions and responsibilities of participants necessary for successful change management.
- eLearning—Online tutorials for team members and managers to learn more about specific topics in change management, including best practices research, concepts and principles and ADKAR®.
- Managers and Supervisors—Guidelines and research to help managers with their critical role as coaches during the change management process.

This tool will enable you to:
- Have immediate access—no shipping required.
- Find anything in the Prosci® Change Management Process within four clicks.
- Utilize the most up-to-date assessment tools to prepare a change management strategy.
- Create a comprehensive change management plan to implement your strategy.
- Integrate change management with project management to manage the people side of change, not just the technical side.
- Actively manage employee resistance and resolve conflicts using the ADKAR® Model.
Comparing Prosci’s Change Management Tools

Prosci’s tools to support practitioners and change managers who are responsible for the change management work on a project are offered in both hard-copy and web-based format.

<table>
<thead>
<tr>
<th></th>
<th>Change Management Toolkit</th>
<th>Change Management Pilot Professional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Format</td>
<td>Binder with CD-ROM</td>
<td>Online</td>
</tr>
<tr>
<td>Access to Prosci’s complete change management process</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Step-by-step instructions to write a complete change management plan</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Access to change characteristics and organizational readiness assessments</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Access to change management templates, including communication plan, training plan, sponsor roadmap, coaching plan and resistance management plan</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Assessments to evaluate strength of sponsorship coalition</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Prosci’s electronic Impact Index for change readiness</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Downloadable templates, checklists and assessments</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Web-based electronic format to access anytime, anywhere</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Available immediately – no delay for shipping</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Tutorial on “Getting Started” in the change management process</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Ready-to-use presentations you can utilize for your project</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Selected best practices sections on communication methods, greatest contributors and obstacles to success, what to do differently next time, ways to manage resistance, sponsor activities and mistakes</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Six elearning modules</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>PDF of the book Change Management: the people-side of change</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Special sections on problem-solving and change management roles</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Drill-down navigation—find anything within four clicks</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>PDF of the Employee's Survival Guide to Change</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Full content of Change Management Guide for Managers and Supervisors in web-based format</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Additional best practices data</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>
ADKAR: A MODEL FOR CHANGE IN BUSINESS, GOVERNMENT AND OUR COMMUNITY

How to implement successful change in our personal lives and professional careers

Product stats:
- Price: $18.95
- Format: Paperback book, ebook
- Pages: 146
- Case studies: 20
- FAQs: 21

This book will enable you to:
- Make sense of the many tools and approaches for managing change
- Lead change successfully, both in your personal life and professional career
- Explore what drives each building block of ADKAR®
- Learn about the origins of the Prosci® ADKAR® Model

Table of Contents:
- Chapter 1 – ADKAR: Overview
- Chapter 2 – Awareness
- Chapter 3 – Desire
- Chapter 4 – Knowledge
- Chapter 5 – Ability
- Chapter 6 – Reinforcement
- Chapter 7 – The ADKAR Model
- Chapter 8 – Building Awareness
- Chapter 9 – Creating Desire
- Chapter 10 – Developing Knowledge
- Chapter 11 – Fostering Ability
- Chapter 12 – Reinforcing Change
- Chapter 13 – ADKAR Enabling Elements Summary
- Chapter 14 – ADKAR Applications

Readers say

“This is a must read for executives and managers at all levels.”
- Jeffrey A. Randall, PhD, PMP, CACI International Inc.

“If this book is utilized to its full capacity by each and every company in the business world, we would end up with more and more companies that people would want to work for.”
- Bobbi De Bono, KLEINFELDER

“ADKAR is one of those concepts that will profoundly change the way you interact with others, both personally and professionally.”
- James J. Schnaible, City of Albuquerque

“It is easy enough for a novice to follow and comprehensive enough for an expert to appreciate. The ADKAR Model works!”
- Rita Wilkins, Lake County Health Department
CHANGE MANAGEMENT:
THE PEOPLE SIDE OF CHANGE

A FOUNDATION FOR SUCCESSFULLY
MANAGING EMPLOYEE AND
ORGANIZATIONAL CHANGE

Product stats:
Price: $18.95
Format: Paperback book
Pages: 149
Worksheets: 14
Figures: 16

This book will enable you to:
• Gain a basic understanding of what change management is and why it is important
• Introduce change management to front-line managers and top-level executives
• Utilize case studies and ADKAR® worksheets to see how change management applies to real-life situations
• Help managers and sponsors to understand their important role in the change management process

Table of Contents:
• Chapter 1 – Why manage change?
• Chapter 2 – Theories and principles
• Chapter 3 – Individual change management
• Chapter 4 – Organizational change management
• Chapter 5 – Change competency
• Chapter 6 – Conclusion
• Appendix A – Additional resources
• Appendix B – ADKAR worksheets
• Appendix C – Highlights of best practices
• Appendix D – Frequently asked questions

READERS SAY

“This book takes the sometimes overly academic work around change management and makes it easy, understandable and actionable.”
- Laura Roethe, Change Management Practice Leader, CUNA Mutual Group

“A great book to read if your boss talks about change management, but can’t explain what change management is or how to go about it.”
- Melissa Dutmers, Process Architect, Agilent Technologies

“Change Management is like a driving school for change agents. It teaches you the basic principles and rules for safely navigating changes and offers you insight into the minds of other drivers.”
- Michelle Wiginton, Information Technology, University of Oklahoma

“The principles illustrated in the book are timeless and appropriate to any condition where things are not static. In fact, they are based upon great quantities of common sense – so much so that their utilization is not common.”
- Kim A. Kennedy, General Manager, Blue Diamond

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Employee’s Survival Guide to Change

The complete guide to surviving and thriving during organizational change

Product stats:
Price: $14.95
Format: Paperback book
Pages: 85
Worksheets: 12

This book will enable you to:
• Avoid the loss of valued employees and minimize business disruption from the change
• Answer the questions employees are afraid to ask
• Describe the phases of the change and what employees can expect
• Garner support from employees who would otherwise resist the change
• Create an attitude of “Can-do” rather than “Not my job”

Table of Contents:
• Introduction
• Part 1 – Frequently Asked Questions (FAQs) About Change
• Part 2 – Taking Control of Change
• Part 3 – Highlights and Tips

Readers say

“An easy, quick read, the Employee’s Survival Guide to Change is good advice for anyone working in the ever-changing, chaotic environment we now call ‘business as usual’.”
- Carol Kinsey Gorman, Author of This Isn’t the Company I Joined

“A much needed addition to every employee’s toolbox! The first thing to reach for when faced with change. It’s like hiring a ‘personal coach’ at a fraction of the cost.”
- Madeleine Ashe, Vanguard Communications Corporation

“I love this book. Short, sweet and to the point. It gives employees information about how they can opt in, it gives them the power of choice and tells them what actions they can take to make the change easier. It also gives them language and a way to talk with their manager and others about change.”
- Iris Perez, Pearson

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Prosci – 1367 S. Garfield Ave. – Loveland, CO – 80537 – USA
Change Management Guide
for Managers

Using the Prosci® ADKAR® Model to coach and lead employees through Change

Product stats:

- **Price:** $209.00
- **Format:** Hard-copy binder & CD/USB
- **Templates:** 9
- **Worksheets:** 6

This tool will enable you to:

- Understand the importance of the role of managers and supervisors in making change successful for themselves and their employees
- Actively manage employee resistance and resolve conflicts with the Prosci® ADKAR® Model
- Avoid productivity losses caused by process, technology or organizational changes
- Lower employee stress and increase employee satisfaction

Managers and supervisors play one of the most critical roles in helping employees through change. Prosci's Change Management Guide for Managers and Supervisors is designed to help managers build skills around leading change. This comprehensive guide for managers provides answers and activities to address the tough questions that employees have about change. Focusing on the Prosci® ADKAR® Model, managers will learn about how to proactively diagnose resistance and develop plans for effectively leading change with employees. This tool also includes learning activities and tools to use directly with employees and the latest best practices related to managing change.

Toolkit elements:

- **Learning modules**—Step-by-step guide for managers to help their employees transition through change using ADKAR.
- **Best practices**—Research results related to your role as a supervisor or manager of change.
- **Sample meeting agendas**—Ideas and suggestions to use with employees.
- **Employee worksheets and assessments**—Diagnose resistance points and effectively coach employees.

Managers and direct supervisors are the most effective senders of messages about change and how it will personally impact an employee.
Recommended Product Combinations

1. Change Management Introductory Package
Four of the top-selling resources to get you and your team started on the road to success in change management.

**Price: $360** (save 11% off list price)

- *Best Practices in Change Management* benchmarking report
- *ADKAR: a model for change in business, government and our community*
- *Change Management: the People Side of Change*
- *Employee’s Survival Guide to Change*

2. Change Management Toolkit and Report
Prosci’s comprehensive change management process, including templates, worksheets, readiness assessments, checklists and guidelines combined with the latest and greatest research on managing the human side of change.

**Cost: $580** (save 22% off list price)

- Change Management Toolkit
- *Best Practices in Change Management* benchmarking report

3. Change Management Series
A group of resources designed to reach different levels in the organization.

**Cost: $645** (save 32% off list price)

- Change Management Toolkit
- Change Management Guide for Managers and Supervisors
- *Best Practices in Change Management* benchmarking report

4. Change Management Toolkit and Pilot Professional™
The most popular and widely-used change management resource from Prosci in both hard-copy and web-based versions.

**Cost: $649** (save 26% off list price)

- Change Management Toolkit
- Change Management Pilot Professional™

5. Change Management Professional™
This package gives you access to all of the resources in hard-copy and electronic version and provides resources designed to reach each level of your organization.

**Cost: $995** (save 31% off list price)

- Change Management Toolkit
- Change Management Guide for Managers and Supervisors
- Change Management Pilot Professional™
- *Best Practices in Change Management* benchmarking report

Prosci’s best-selling report and web-based change management resource.

**Cost: $670** (save 21% off list price)

- Change Management Pilot Professional™
- *Best Practices in Change Management* benchmarking report
Prosci Change Management Training Programs

Prosci is uniquely positioned to help your organization build internal competency in change management.

Leading organizations have selected Prosci as a best-of-the-best provider for change management methodology, tools and models. Prosci provides change management training programs for multiple levels of your organization.

**Prosci® Change Management Certification Program**

Designed for professionals who are responsible for managing change within their organization, this three-day change management program utilizes Prosci’s research-based Change Management Methodology, the Prosci® ADKAR® Model, Change Management Toolkit and Change Management Pilot Professional™. At the end of the program, participants are certified in the Prosci Change Management Methodology and are able to lead their organizations through both incremental and radical changes.

**Prosci Change Management Training Credits**

Earn 2.4 CEUs from Colorado State University, 23.5 recertification hours from the Human Resource Certification Institute and 24 PDUs from the Project Management Institute by completing the Prosci Change Management Certification Program.

“Outstanding in both content and delivery, well researched, practical, user-friendly and highly interactive. After 14 years, the best methodology I have found, and a truly professional organization.”

- Catherine S., Change Management Consultant

**Change Management Sponsor Program**

Designed for executives and senior leaders that serve as sponsors of change, this four to six hour program will help your leaders embrace their role in the change process. They will discover that “visible and active” sponsorship is more than simply authorizing resources or providing funding.

“Absolutely fantastic. The balance of exercises, training, self-work and bonding is a winning combination. I wish all training was as effective.”

- Sharon D., Business Analyst

**Change Management Orientation for Employees**

This half-day program is designed for front-line employees impacted by change in your organization. They will discover the concepts of change management and learn how to gain a feeling of control over the change process.

**Change Management Train-the-Trainer Program**

This program provides training and coaching to enable effective delivery of Prosci’s change management programs within an organization. Build the competency for managing change while capitalizing on internal resources with change management knowledge and experience at a lower cost than employing external trainers.

**Enterprise Change Management Boot Camp**

The ECM Boot Camp is a one-day, highly interactive program that gets you started down the path of institutionalizing change management practices, processes, capabilities and competencies.

**Advanced Change Management Certification Program**

During this program, attendees will cover change management concepts in depth including the history and evolution of change management, environmental success factors, portfolio management and enterprise change management.

“If we had the opportunity to attend Prosci’s change management training and to use these tools before starting this project, we could have cut the amount of time and money spent by at least 50%.”

- Jose G., Director of Human Resources
# Order Form

## Four Easy Ways to Place Your Order

1. Go to [www.change-management.com](http://www.change-management.com) for Prosci's secure online ordering system
2. Print this form and fax your order to +1 970-669-7005
3. Complete this form and email your order to orders@prosci.com
4. Call: +1 970-203-9332 to speak with Prosci Customer Service

### Research
- [Best Practices in Change Management benchmarking report](#) - $349.00

### Tools
- Change Management Toolkit - $389.00
- Change Management Pilot Professional - $489.00

### Supporting Materials
- [ADKAR: a model for change in business, government and our community](#) - $18.95
- Change Management: the people side of change - $18.95
- Employee's Survival Guide to Change - $14.95
- Change Management Guide for Managers and Supervisors - $209.00

*Quantity discounts are available for research, tools and supporting materials. Please call +1 970-203-9332 for more information.*

### Leadership Packages
- Change Management Introductory Package - $360.00
- Change Management Toolkit and Report - $580.00
- Change Management Series - $645.00
- Change Management Toolkit and Pilot Professional - $649.00
- Change Management Professional Package - $995.00
- Change Management Pilot and Report - $670.00

### Training
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### Customer Information
- Name: 
- Company: 
- Phone: 
- Email: 
- Fax: 

### Payment Information
- Credit Card Number: 
- Expiration Date: 
- Cardholder Name: 
- Security/CVV2 Code: 
- Billing address: 
- City:    State: 
- Country:  Postal Code: 

### Shipping Information
- Delivery address is same as billing address above
- Delivery address (No PO Boxes): 
- City:    State: 
- Country:  Postal Code: 

- United States shipping options:
  - FedEx Standard Overnight
    (next day delivery by 5:00 p.m.)
  - FedEx 3-Day Saver
- International shipping options:
  - FedEx International
    (delivery in 3-5 business days)

*Please contact Prosci if you would like a shipping cost estimate of your order.*

Additional products and tools can be seen on our website.

Visit our bookstore and order online at [www.change-management.com/bookstore.htm](http://www.change-management.com/bookstore.htm).