

Training Description

BEHAVIORAL CHANGE MANAGEMENT IN PROJECTS

*Caring about people and
soft factors in the right way*

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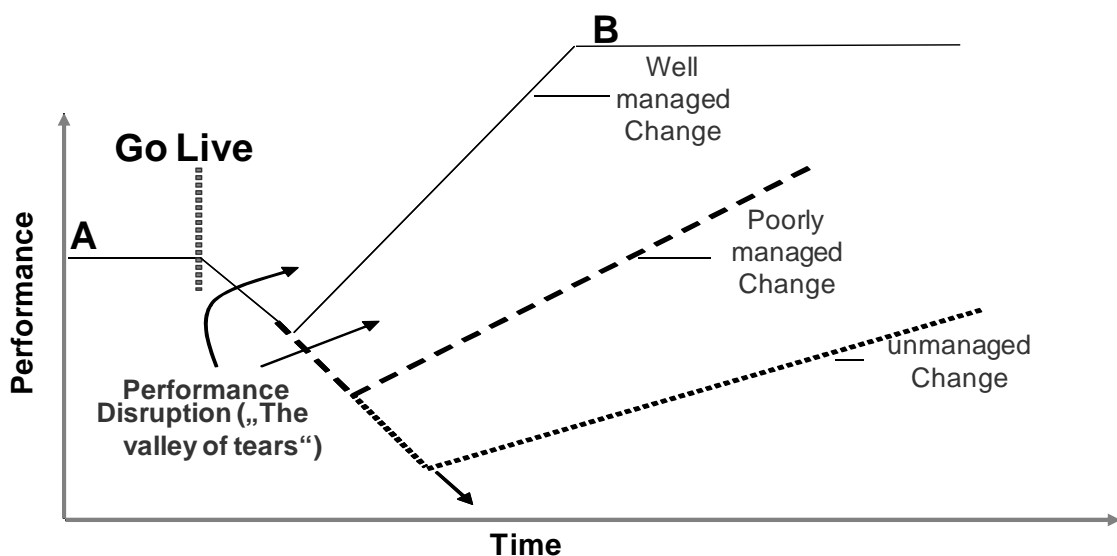
Behavioral Change Management in Projects

A project results in a change of organization and/or people's behavior. To deal with the human factor from the very beginning is a key success factor.

The context

Basically, humans are made to adapt to different situations and changes, however, if we do not understand the need for change and the accompanying opportunities we prefer stability and predictability. As any project leads to changes, be it systems, products, processes, way of working, organization, environment, etc., it is of utmost importance to consider the natural behavior of people from the very beginning.

If behavioral change management is not considered appropriately a drop in productivity and performance will be most likely that jeopardizes the delivery of the expected business benefits of the project. On top, increased frustrations, general resistance or lost faith in the organizations leadership can result in collateral damage even outside of the project scope.



How to deal with resistance (behavioral change management)?

There is no other universal recipe than being aware and alert of the challenge!

The challenges that need to be considered for a proactive behavioral change management are usually not that obvious because as they normally result out of the social dynamics of the enterprise. The task gets even more demanding as the uniqueness of an enterprise as well as the uniqueness of a project prevents a standardized process how to cope with behavioral change management.

Therefore, the understanding of the natural course people take when a change occurs and of the dimensions one has to influence, behavioral change becomes even more important.

Natural course people take when facing a change (without change management)



Course people will take with adequate change management



Dimensions of Influence

Eight dimensions should be considered. However, it depends on the nature of the project whether you must play all 8 or maybe only 2 when dealing with behavioral change management in projects and thus ensuring that the expected business benefits of a project can be delivered:



Additionally, the overall sensitivity to the topic as well as experiences and an accurate level of empathy are the core competencies for project managers and sponsors to positively influence (people who) changes.

In the seminar, people behavior to change as well as the influencing dimensions and their application will be discussed and practiced.

Seminar - Behavioral Change Management in Projects (1 Day)

Objective

The participants

- understand the typical behavior of people towards change
- learn about the dimensions they can use to influence behavioral change
- understand how they as an individual react to and cope with changes
- are able to qualify needs and approach to change management and are in the position to engage and manage professional change managers

Target Audience

- Experienced Project Managers and sponsors who would like to broaden their capability in behavioral change management
- Executives and Managers, who want to sharpen their knowledge on opportunities and pit falls in behavioral change management
- Communication Managers, who want to broaden their understanding in behavioral change management and how they can support in their role

Content

- Human beings behavior patterns towards change
- Dimensions to influence change behavior
- Quantification of the change magnitude
- Necessity and urgency
- A company's change profile
- Change readiness assessment
- Roles and their impact on change
- Change leaders and change agents
- Stakeholder management
- Commitment vs. compliance
- Change vision, strategy and the selling story

Contact

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