

Business Purpose	<p>This project is sponsored by the COO of a large company (“the Company”) that is planning to acquire a smaller startup. The startup will need to implement the larger company's business processes and the startup's employees will need to learn the larger company's practices and procedures, ideally with minimal disruption to the Company's day-to-day operations.</p> <p>The COO wants to ensure that the Company's managers and team leads are prepared to lead their staff through the transition while maintaining high levels of engagement and performance.</p> <p>This module is the first in a 9-part course and it introduces the Company's strategy and tactics for Change Management. The goal is to provide managers and team leads with a clear road map and step-wise approach for implementing procedural and/or organizational changes.</p>
Target Audiences	<ul style="list-style-type: none">• Managers who will be responsible for prioritizing, planning, and executing the Company's Change Management activities• Team leads who will communicate the desired changes to front line staff, engaging them and getting their buy-in
Training Time	<p>Module 1: approximately 30 minutes to cover all three learning objectives and knowledge checks, as well as the final graded quiz</p> <p>(Full 9-part course: approximately 6 hours)</p>
Training Recommendation	<p>The Company has over 2,000 managers and team leads distributed across offices in 39 countries and it wouldn't be feasible to assemble them all for an in-person training. The learners reside in many different time zones, so asynchronous eLearning is the most effective way to deliver this first module, which will introduce basic Change Management concepts, as well as the Company's values and strategy for implementing organization-wide changes. It will include scaffolded interactivity and knowledge checks to reinforce these topics. The next three modules will expand upon these topics, also in an asynchronous eLearning format.</p> <p>Later modules will cover more advanced Change Management topics. They will include scenario-based practice to give learners an opportunity to consolidate the new material and skills as they proceed through the course.</p> <p>Learners will sign up for a virtual instructor-led session to cover the final module, which will involve more complex material, role-playing, and real-time feedback.</p> <p>Job aids will also be provided after each module to help learners successfully apply the Change Management concepts and skills they have learned in their daily roles.</p>
Deliverables	<p>Module 1 deliverables will include:</p> <ul style="list-style-type: none">• Storyboard

	<ul style="list-style-type: none"> • AI-based voiceover narration (WellSaid Labs) • Storyline eLearning course • Job aid infographic
Learning Objectives	<ul style="list-style-type: none"> • Recognize adverse business conditions that require the Company to continually adapt. • Describe how the Company's value mode guides its change strategy. • Order the phases of the Company's Change Management model. • Identify the steps of the Company's Change Management model.
Training Outline	<ul style="list-style-type: none"> • Welcome • Course Navigation • Learning Objectives • Why We Change <ul style="list-style-type: none"> ◦ What is VUCA? ◦ Leaders at All Levels ◦ VUCA Leadership [Knowledge Check: Recognizing VUCA Conditions - ungraded] • Value Drives Change <ul style="list-style-type: none"> ◦ Value Model ◦ Change Strategy [Knowledge Check: Applying Change Strategy – ungraded] • How We Change <ul style="list-style-type: none"> ◦ Change Management Model <ul style="list-style-type: none"> ▪ Phase 1: Create the Climate <ul style="list-style-type: none"> • Step 1: Establish a Sense of Urgency • Step 2: Build a Guiding Coalition • Step 3: Develop Vision and Strategy ▪ Phase 2: Engage and Empower <ul style="list-style-type: none"> • Step 4: Communicate Change Vision • Step 5: Empower Broad-based Action • Step 6: Generate Short-term Wins ▪ Phase 3: Implement and Sustain Change <ul style="list-style-type: none"> • Step 7: Consolidate Gains, Produce More Change • Step 8: Anchor New Approaches in Culture ◦ Communication • Course Summary • Graded quiz (see below for details) • Results/Review • Congratulations & Next Steps
Assessment Plan	<ul style="list-style-type: none"> • 5-question graded quiz • Questions are multiple choice, matching, ordering, and select all that apply • Must receive score of 80% or higher to pass • Learner may review answers and re-take quiz as many times as the need to pass the course.