

# CHANGE MANAGEMENT *unstuck!*

## The People Side of Project Management



Project management is all about change—delivering some new product, service, and result. Invariably, when a project is complete, many stakeholders are impacted by this project. A project manager might be so concerned about being on schedule and on budget that they might not have been careful in considering the needs of all the stakeholders.

In addition, some people embrace change and actually create change. Others resist change regardless of the possible benefit or outcome. As project managers, many times we just see a sea of stakeholders not realizing that we need to consider the individual dynamics of change in order for us to be successful.

This seminar addresses particularly the people side of project management diving deep into meeting stakeholder expectations and stakeholder management.

### What You Will Learn

As a participant, you will discover:

- How to know your own contribution to change
- How to gauge your reaction to change
- How to learn and apply a structured approach to manage the people side of change in projects
- How to cope with organizational change at all stages and levels
- How to adapt more successfully to unexpected circumstances

### What You Will Benefit

You will benefit from this seminar by being able to more fully meet the needs of the stakeholder by using a structured methodology to stakeholder management. You will learn some key steps that help stakeholders understand the need for change and importance of communication with stakeholders throughout the process. Specific tools that can be used in managing the change will be presented, discussed and applied to real examples.

Participants will walk away with specific actions and tools to use in their projects upon return to their office.

### Course Outline

The following topics will be covered in this seminar:

Some of the following topics might be addressed:

- The importance of understanding change
- A leader's responsibility in change
- Our own contribution to change
- Rogers Adoption Model and its use for understanding stakeholders' response to change
- Defining the need to change
- Creating a sense of urgency
- Conducting stakeholder analysis and organizational culture
- Planning for change
- Establishing guiding principles for change
- Importance of communication in change
- Creating a compelling story and getting buy in
- Success measures and deliverables in an organizational change
- Implementing the change
- Importance of celebration along the way
- Balancing change with other priorities
- Establishing feedback mechanisms and creating momentum
- Integrating the change
- Making the change stick
- Leadership versus management in influencing change

### Who Should Attend

Project managers, project coordinators, business analysts, project team members, functional supervisors and other business professionals working in projects

### Delivery Format:

One day instructor-led seminar