

ADVANCED PROSCI CHANGE MANAGEMENT PROGRAM



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TRAINING CENTER



Introduction

Projects fail far more often because people resist the change than because the technical solution is wrong. The Advanced Prosci Change Management Program Training Course builds the capability to manage that human side using the Prosci methodology. Participants learn to apply the ADKAR model, assess change readiness, and structure change plans that address individual transitions rather than only project milestones. Furthermore, the course covers sponsor engagement, resistance management, and communication planning. In addition, it addresses the integration of change management with project management. As a result, participants return able to raise adoption rates and protect the return on change investments.

Advanced Prosci Change Management Program Course Objectives

- Apply the Prosci methodology and ADKAR model to organisational change.
- Conduct change assessments including impact and readiness analysis.
- Build change management plans with communication and sponsor roadmaps.
- Apply the Prosci three-phase process: prepare, manage, and sustain change.
- Map and manage resistance using the Prosci resistance framework.
- Engage and coach sponsors for visible leadership of change.
- Integrate change management with project management and delivery plans.
- Design training and support plans that build employee capability.
- Measure adoption, proficiency, and change performance with ADKAR metrics.
- Build a personal change management development plan.

Course Methodology

- Instructor-led sessions combining the Prosci methodology with applied practice.

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- Structured change assessments on a live or sample change initiative.
- Case studies of change programmes in corporate and public organisations.
- Practical exercises in communication, sponsor and resistance planning.
- Group workshops building a full change management plan and ADKAR scorecard.
- Continuous knowledge checks and a final assessed change project.

Who Should Take This Course

- Change managers and change management practitioners.
- Project and programme managers leading change.
- HR and organisational development professionals.
- Transformation and continuous improvement leaders.
- Business unit managers sponsoring change.
- Consultants supporting change programmes.

Advanced Prosci Change Management Program Course Outlines

Day 1: Change Management Fundamentals

- Why organisational change succeeds or fails.
- The Prosci methodology and its research foundation.
- The ADKAR model: awareness, desire, knowledge, ability, reinforcement.
- Individual change versus organisational change.
- The role of the change practitioner and the change sponsor.
- Common myths and failure patterns in change.
- Workshop: mapping a current change initiative to ADKAR.





Day 2: Change Assessment and Readiness

- Conducting a change impact assessment.
- Assessing organisational readiness and risk of resistance.
- Identifying impacted groups and change characteristics.
- The Prosci risk assessment grid and scoring.
- Readiness factors: sponsorship, capacity, and culture.
- Scoping the change management effort.
- Workshop: completing an impact and readiness assessment.

Day 3: Change Plans for Communication and Sponsorship

- Building the change management plan structure.
- Communication planning: audiences, senders, messages, timing.
- Sponsor roadmap and primary sponsor involvement.
- Coaching plan for managers of affected teams.
- Training needs analysis and capability planning.
- Resistance management planning using the Prosci approach.
- Workshop: producing a communication and sponsor plan.

Day 4: Change Execution and Resistance Management

- Executing change plans alongside project delivery.
- Managing resistance in practice: listening, responding, and adjusting.
- Working with line managers as change agents.
- Reinforcement mechanisms to sustain new behaviour.

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- Reinforcement roles, rewards, and recognition.
- Reinforcing change and celebrating milestones.
- Workshop: running a resistance management session.

Day 5: Measuring Change and Sustaining Results

- Measuring adoption and proficiency using ADKAR metrics.
- Change performance dashboards and reporting.
- Connecting adoption to project benefits realisation.
- Lessons learned and continuous improvement in change practice.
- Embedding change capability in the organisation.
- Building a personal change management development plan.
- Workshop: presenting a change scorecard and sustainment plan.

Conclusion

By successfully completing the Advanced Prosci Change Management Program Training Course, participants will have acquired the knowledge to apply the Prosci methodology, assess change impact and readiness, build communication and sponsor plans, manage resistance in practice, and measure adoption through ADKAR metrics. They will also gain the ability to integrate change management with project delivery and sustain new behaviours after go-live. Furthermore, the course prepares practitioners to raise adoption rates and protect change investment returns. Gentex Training Center delivers this programme with a strong emphasis on practical, workplace-ready change practice.

FAQs





Q1 What is the "Advanced Prosci Change Management Program" course about?

It is a practical programme on managing the people side of organisational change using the Prosci methodology. It covers the ADKAR model, change impact and readiness assessment, communication and sponsor planning, resistance management, integration with project delivery, and measuring adoption with change metrics.

Q2 What are the key benefits of the "Advanced Prosci Change Management Program" course?

Participants gain a structured method that raises employee adoption and reduces the resistance that stalls initiatives. The course improves sponsor engagement, strengthens communication planning, connects adoption data to benefit realisation, and gives organisations a repeatable change capability rather than a series of improvised efforts.

Q3 What skills will I gain from the "Advanced Prosci Change Management Program" course?

Change impact and readiness assessment; communication, sponsor and coaching plan design; resistance management and adoption support; and change measurement with ADKAR metrics and reporting.



Q4 What tools, methods, or standards are covered in the "Advanced Prosci Change Management Program" course?

The course covers the Prosci methodology and its three-phase process, the ADKAR model, change impact assessments, readiness and resistance risk assessments, the Prosci risk grid, communication planning templates, sponsor roadmaps, coaching plans, training needs analysis, reinforcement mechanisms, and ADKAR adoption and proficiency metrics.

Q5 How is the "Advanced Prosci Change Management Program" course applied in real-world practice?

Graduates apply it by assessing readiness before an initiative launches, building communication and sponsor plans with clear senders and timing, and supporting line managers as change agents. They also manage resistance through listening and adjustment, reinforce new behaviour after go-live, and report adoption metrics alongside project benefits.