

CERTIFIED CHANGE MANAGEMENT EXPERT



GENTEX[®]

TRAINING CENTER



Introduction

Organisations change constantly, yet most change efforts still fail because people are treated as an afterthought rather than the core of the work. The Certified Change Management Expert Training Course builds the expertise to manage that human dimension with structure and evidence. Participants learn to assess change impact and readiness, build sponsor and communication plans, and manage resistance honestly rather than around it. Furthermore, the course covers the ADKAR model, Kotter's eight-step model, and the Prosci methodology. In addition, it addresses adoption measurement, reinforcement, and sustaining new ways of working. As a result, participants return able to raise adoption rates and protect the investment behind every change.

Certified Change Management Expert Course Objectives

- Apply the Prosci methodology and ADKAR model to organisational change.
- Conduct change impact, readiness, and risk assessments.
- Build change plans covering communication, sponsorship, and coaching.
- Map and manage resistance using structured resistance frameworks.
- Apply Kotter's eight-step model to large-scale transformation.
- Engage and coach sponsors for visible change leadership.
- Integrate change management with project and programme delivery.
- Design training and capability plans that build new behaviours.
- Measure adoption, proficiency, and benefit realisation.
- Build a personal change management development plan.

Course Methodology

- Instructor-led sessions combining change theory with applied practice.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



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

Who Should Take This Course

- Change managers and change management practitioners.
- Programme and project managers leading change.
- HR and organisational development professionals.
- Transformation, digital, and continuous improvement leaders.
- Business unit managers sponsoring change.
- Consultants supporting change and transformation programmes.

Certified Change Management Expert Course Outlines

Day 1: Change Management Foundations

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





Day 2: Change Assessment and Readiness

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

Day 3: Communication, Sponsorship, and Coaching Plans

- 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 with clear owners.
- Workshop: producing a communication and sponsor plan.

Day 4: Execution, Resistance, and Reinforcement

- Executing change plans alongside project delivery.
- Managing resistance in practice: listening, responding, adjusting.
- Working with line managers as change agents.
- Kotter's eight-step model applied to transformation.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Reinforcement mechanisms to sustain new behaviour.
- Rewards, recognition, and reinforcement roles.
- Workshop: running a resistance management session.

Day 5: Measurement, Benefit Realisation, and Sustained Expertise

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

Conclusion

By successfully completing the Certified Change Management Expert Training Course, participants will have acquired the knowledge to assess change impact and readiness, build communication and sponsorship plans, manage resistance in practice, and measure adoption through ADKAR metrics. They will also gain the ability to link adoption data to benefit realisation and to embed change capability across the organisation. Furthermore, the course prepares practitioners to lead transformation with structure rather than hope. Gentex Training Center delivers this programme with a strong emphasis on practical, workplace-ready change expertise.





FAQs

Q1 What is the "Certified Change Management Expert" course about?

It is a comprehensive programme on managing organisational change using established methodologies. It covers the Prosci methodology and ADKAR model, change impact and readiness assessment, communication and sponsor planning, resistance management, Kotter's eight-step model, reinforcement, and adoption and benefit measurement.

Q2 What are the key benefits of the "Certified Change Management Expert" course?

Participants gain a repeatable method that raises employee adoption and reduces the resistance that stalls initiatives. The course improves sponsor engagement and communication quality, links adoption data to realised benefits, lowers the cost of failed change, and gives organisations an internal change capability instead of repeated external support.

Q3 What skills will I gain from the "Certified Change Management Expert" course?

Change impact and readiness assessment; communication, sponsor and coaching plan design; resistance management and reinforcement planning; and adoption measurement with ADKAR and benefit realisation analysis.



Q4 What tools, methods, or standards are covered in the "Certified Change Management Expert" course?

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

Q5 How is the "Certified Change Management Expert" course applied in real-world practice?

Graduates apply it by assessing readiness before launch, building communication and sponsor plans with clear messages and timing, and supporting managers as change agents. They also manage resistance through listening and adjustment, reinforce new behaviour after go-live, and report adoption metrics alongside benefit realisation to executives.