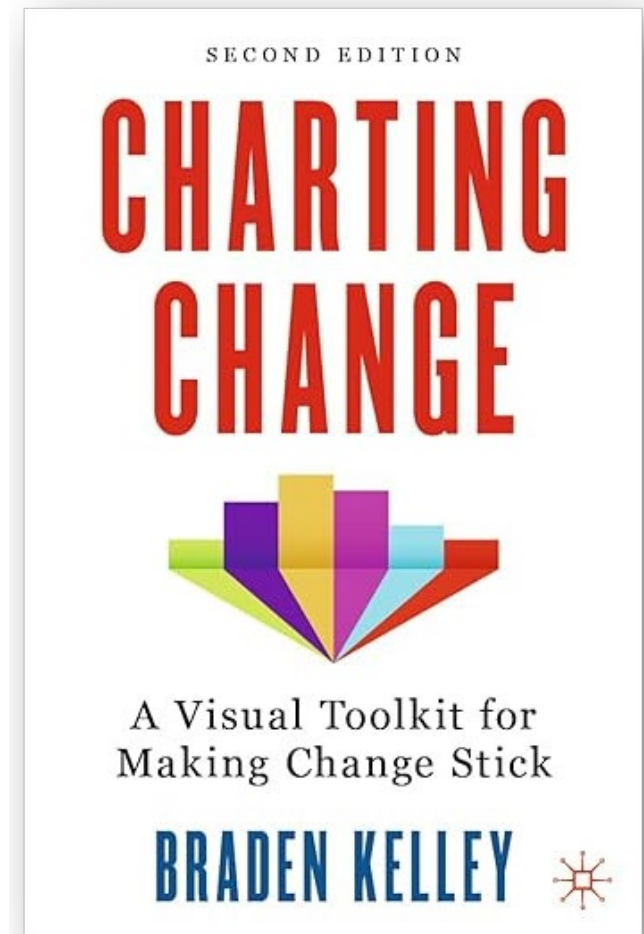


Human-Centered Change™



**FIVE (5) REASONS
TO INVEST**



1. Beat the 70% Change Failure Rate

Revolutionize
Your Planning

Failed
Change
Efforts
Often Lack a
Clear Plan

FAILING TO
Plan
vs
PLANNING TO
FAIL

2. Quickly Visualize, Plan and Execute



VISUALIZE

3. Deliver Projects and Change Efforts on Time



The Visual Project Charter

4 Visual Project Charter™

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More free downloads at <http://bradenkelley.com/cpt>

1 of 50+ Tools/Frameworks from the Change Planning Toolkit™

What is the purpose of this project?

Project Overview

Executive Summary

Business Needs

Business Justification

Project Scope

Stakeholders

Objectives, Goals and Success Criteria

Deliverables

Deliverables Out of Scope

Estimated Budget and Costs

Organizational Impacts

Departmental SOW

Estimated Duration

Project Conditions

Assumptions

Issues

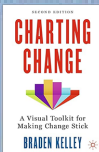
Risks

Constraints

Project Approach

Structure

Project Team Roles and Responsibilities



Beat the 70%
change failure rate

4. Accelerate Implementation and Adoption



**Adoption
is Key**

ACMP Standard Visualization

ACMP Standard for Change Management® – Association of Change Management Professionals

Evaluate Change Impact and Organizational Readiness

Formulate the Change Management Strategy

Develop the Change Management Plan

Execute the Change Management Plan

Complete the Change Management Effort

Define the Change

Conduct Change Risks Assessment

Develop the Communication Strategy

Gain Approval for Completion
Transfer of Ownership and Release of Resources

Determine Why the Change is Required

Assess Learning Capabilities

Develop the Sponsorship Strategy

Design and Conduct Lessons Learned Evaluation and Provide Results to Establish Internal Best Practices

Develop a Clear Vision of the Future State

Assess Communication Needs, Communication Channels and Ability to Deliver key Messages

Develop the Stakeholder Engagement Strategy

Evaluate the Outcome Against the Objectives

Identify Goals, Objectives and Success Criteria

Assess Organizational Readiness for Change

Develop the Change Impact and Readiness Strategy

Develop Feedback Mechanisms to Monitor Performance Plan

Modify the Change Management Plan as Required

Identify Sponsors Accountable for Change

Assess Organizational Capacity for Change

Develop the Learning Development Strategy

Review and Approve the Change Plan in Collaboration with Project Leadership

Execute, Manage, and Monitor Implementation of the Change Management Plan

Identify Stakeholders Affected by the Change

Assess Organization Culture(s) Related to the Change

Develop the Measurement and Benefit Realization Strategy

Integrate Change Management and Project Management Plans

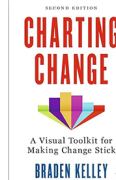
Assess the Change Impact

Assess External Factors that may Affect Organizational Change

Develop the Sustainability Strategy

Develop a Comprehensive Change Management Plan

Assess Alignment of the Change with Organizational Strategic Objectives and Performance Measurement



Beat the 70% change failure rate

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5. Get Valuable Tools for a Few \$\$\$



\$975/yr per person



\$279/yr per person



\$350-400 per download
(per person)



\$150/yr for business skills
(per person)



\$20-30,000/yr
for a single user

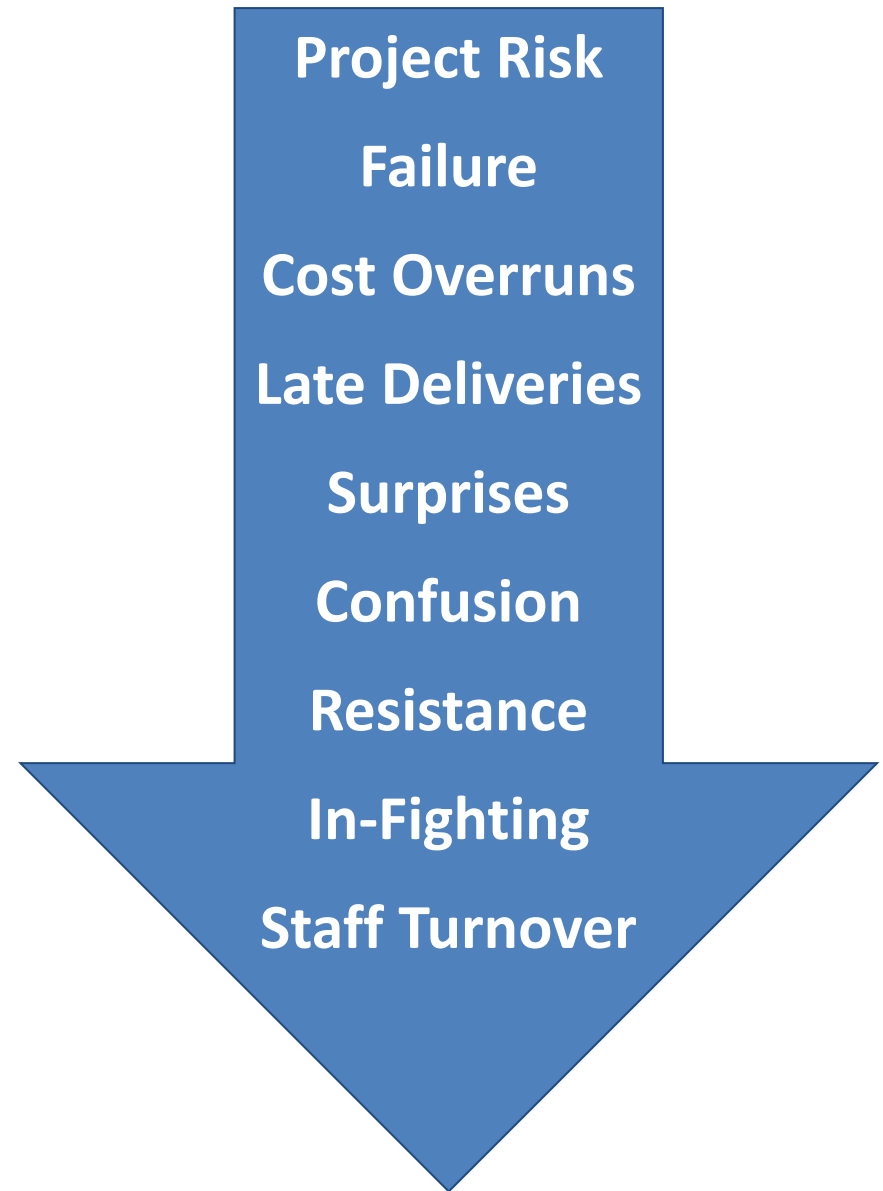
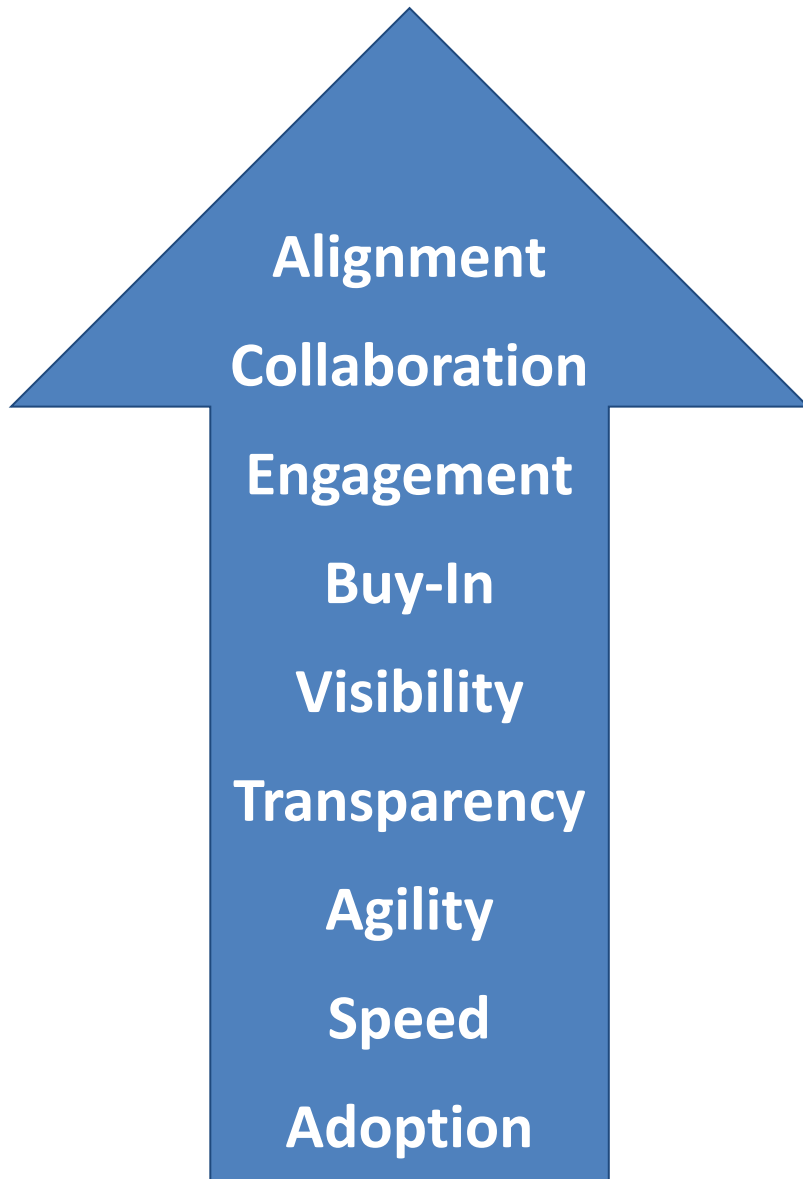


~\$20,000/yr
for a single user



Top consultants charge
\$400-\$1,000/hour

More Benefits of Human-Centered Change™



Additional Benefits for Consultants

1. Increased Account Breadth

- More internal referrals
- Less pitching
- Fewer RFP's

2. Increased Account Depth

- More repeat business
- Top of mind


3. Increased Expert Perception

- Greater trust
- More projects
- Wider purview

4. Higher Project Mgmt. Fees

- PM consultants no longer seen as a commodity
- Project Manager/Change Manager combination

License Options for Every Situation



Increase
Client
Revenue

Earn 20%
as a
Reseller

Consulting Firms and
Organizations of 100+
employees will find site
licenses less expensive

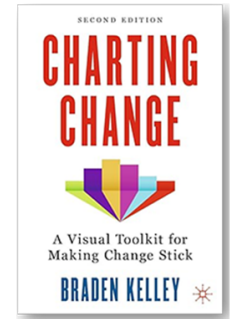
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11"x17" included – poster size versions available with site license

| Individual License | Basic | Bronze | Gold |
|------------------------|--------------|-----------------------------------|----------------------------|
| Transaction Fee | \$32.99** | \$399.99 \$99.99/yr | \$999.99 TBD |
| Value | \$500 value | \$1,200 value | \$3,800 value |
| eBook | With fee pmt | | |
| # of toolkit tools | 25 | 70+ | 70+ |
| QuickStart Guide | | Included | Included |
| eLearning | | | Included |
| Private Event Discount | | | 10% |
| Public Event Discount | | | 10% |



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 ** Basic Membership Fee is WAIVED for owners of *Charting Change* book (after it is launched)

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