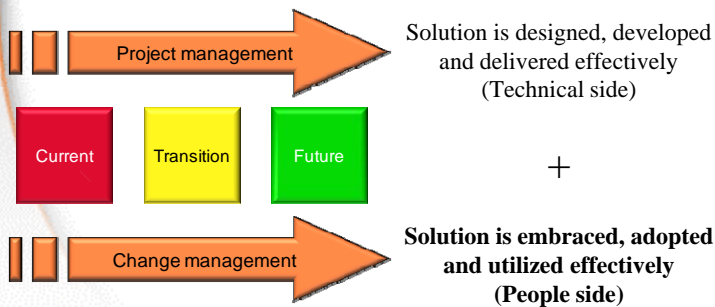


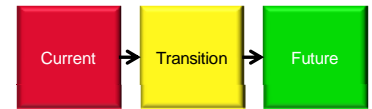
Change management can not be done by one person. Effectively leading an organization through a time of change requires actions by anyone related to moving the organization from a current state – how business *is* done – to a future state – how business *will be* done. Executives, senior managers, project teams, support functions and change management resources/teams all work together to make change management successful at the organizational and individual levels. Email an analyst at changemanagement@prosci.com or call 970-203-9332 for more information.

Roles in change management overview

Foundation: The focus of change management is helping employees make their own transition, as required by the change or project. Many people have a role in supporting the organizational and individual changes taking place.



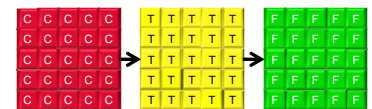
Organizational
“The change” to how we do business



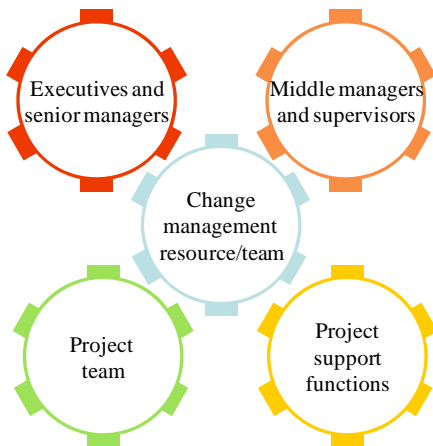
Individual

From: How I do my job today

To: How I will do my job after the change is implemented



Change management roles and responsibilities



- Each gear plays a **crucial role** in making change successful in the organization
- Many gears **interact** with one another
- The ultimate goal is to ensure that impacted employees:
 - Embrace the change
 - Adopt the change
 - Utilize the change

In some organizations, a new role is emerging – the Change Management Office (or group or department). This group owns the methodology and tools and supports change management activities throughout the organization.

Role:	Responsibilities:
Change management resource/team	1. Apply methodology 2. Formulate strategy 3. Develop plans 4. Support other ‘doers’
Executives and senior leaders	1. Authorize and fund 2. Participate actively and visibly 3. Communicate directly 4. Build coalition
Middle managers and supervisors	1. Communicator 2. Advocate 3. Coach 4. Resistance manager 5. Liaison
Project team	1. Design “the change” 2. Manage “technical side” 3. Engage with change management 4. Integrate change management
Project support functions	1. Experience 2. Knowledge 3. Tools 4. Expertise

Prosci offers a wide variety of tools for change management implementation by change management practitioners, executives and senior leaders, middle managers and supervisors and project teams. Find out more about published and online tools at the bookstore (<http://www.change-management.com/bookstore.htm>) or about training opportunities for each level by emailing training@prosci.com.