Prosci®
PEOPLE. CHANGE. RESULTS.™

Build Your Organization's Change Capability With a Prosci License

Why a Prosci License?

Licensing Prosci's content allows you to tailor Prosci's research-based change management tools, methodologies and training materials to fit your needs. Designed to help individuals and organizations accelerate change capability development, Prosci offers a variety of licenses to enable success at any stage of your change management journey.

With a Prosci change management license, you can:

Customize

Customize Prosci's methodology and role-based trainings to accommodate your organization's unique attributes and audiences. Brand the materials to give change management a familiar look that is consistent with your company culture and language.

Integrate

Integrate the Prosci change management approach into your organization's culture and operations. Embed the Prosci methodology into existing change processes and initiatives, and blend Prosci's role-based trainings into your employee and leadership development programs.

Scale

Build change management competencies across your organization and at your particular stage of your change management journey. Flexible and cost-effective licensing options allow you to leverage the materials that align with your unique needs and budget.

Standardize

Build consistency and efficiency by establishing a common language for change within your organization. Enable all business units and staff to speak the same language for change and use the same processes and tools.

With a Prosci license, you gain the resources, flexibility and autonomy to customize Prosci's change management tools to your organization's culture, values and business models. Through this enterprise solution, you can institutionalize change competency and create a change-ready culture to succeed on your must-win initiatives.
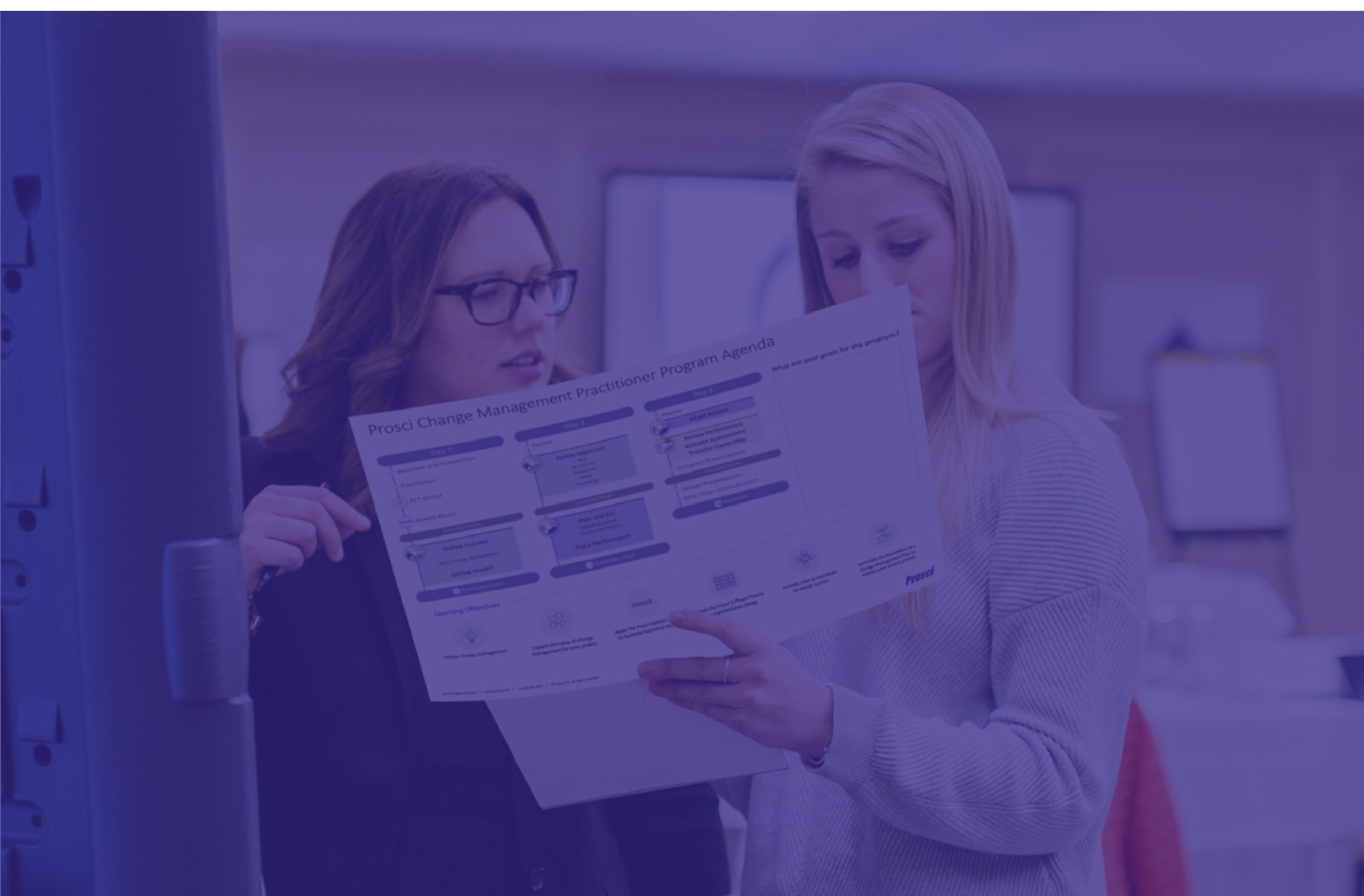
License Benefits

Investment in a Prosci license grants you perpetual access to the core content of the license. This also includes one year of the active licensee benefits listed below. A small annual fee allows you to continue receiving these benefits.

As an active licensee, you receive the following benefits in addition to the ability to use Prosci's content:

- Significant discounts on Prosci published books
- Discounts on full training material sets for the courses under license
- Low-cost training package options and à la carte training item ordering
- Ongoing updates upon release of any content covered under the original license
- Administrative support for licensed online tools and resources
- Discounts on Prosci's U.S. public programs (ADKAR Enablement, OCC and ECM Licenses) and select Enterprise Training programs (OCC and ECM Licenses)

Getting Started With a Prosci License

Every Prosci license begins with a kickoff meeting to help you integrate the licensed materials into your initiatives and drive success.

Prosci License Options

Prosci offers three licensing options to help organizations achieve change management goals. Choosing the right license for you depends on your objectives and budget. Each license builds upon the previous, providing support and direction at every stage of your journey to change management maturity. Plus, each license includes relevant program content for both in-person and virtual delivery.

ADKAR Enablement

Create a common language for change and embed the ADKAR® Model into how your organization approaches and manages change.

Programs/Program Materials:
- Leading Your Team Through Change
- Change Management Employee Orientation
- Taking Charge of Change

Published Materials:
- *ADKAR: A model for change in business, government, and our community* book (all formats)
- *ADKAR: A model for change in business, government, and our community* audiobook
- *Change Management: The People Side of Change* book
- *Employee's Survival Guide to Change* book
- *Best Practices in Change Management* report excerpt(s)

Portal Tools:
- Instructor Hub – including training facilitator guides for each program included in the license
- Knowledge Hub – a single point of access to content and resources related to a specific Prosci training program or learning experience
- Research Hub – digital versions of *Best Practices in Change Management – 11th Edition*, topical studies, and relevant data across a broad array of topics

Organizational Change Competency

Build change management competencies at every level, from senior leaders to front-line associates. Lead and drive more effective change.

Programs/Program Materials:
- Leading Your Team Through Change
- Change Management Employee Orientation
- Taking Charge of Change
- Practitioner Program
- Change Management Sponsor Briefing
- Delivering Project Results Workshop

Published Materials:
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- Proxima

Enterprise Change Management

Design an enterprise change strategy that drives change management into your business DNA and helps must-win projects succeed.

Programs/Program Materials:
- Leading Your Team Through Change
- Change Management Employee Orientation
- Taking Charge of Change
- Practitioner Program
- Change Management Sponsor Briefing
- Delivering Project Results Workshop
- Integrating Agile and Change Management Workshop

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- *Change Management: The People Side of Change* book
- *Employee's Survival Guide to Change* book
- *Best Practices in Change Management* report excerpt(s)

Electronic Resources:
- Prosci Change Scorecard
- All four eLearning modules

Portal Tools:
- Instructor Hub – including training facilitator guides for each program included in the license
- Knowledge Hub – a single point of access to content and resources related to a specific Prosci training program or learning experience, comprising:
  - Access to all the licensed program materials
  - Access to Prosci's ECM Boot Camp content and resources
- Research Hub – digital versions of *Best Practices in Change Management – 11th Edition*, topical studies, and relevant data across a broad array of topics
- Proxima
- ADKAR Dashboard
- Business Case for Change Management Template
- Change Management Blueprint
- CMROI Calculator
- Best Practices Audit
- Change Management Maturity Model Audit

ADKAR Enablement License

Use this license to create a common language for change and embed the Prosci ADKAR® Model into how your organization approaches, leads and manages change. This license provides access to the ADKAR Model for individual change, as well as the related training programs and tools.

Using the ADKAR Enablement License

Leverage the ADKAR Enablement License to:
- Standardize the ADKAR Model as your organization's approach to the individual change journey
- Equip managers with a framework to lead employees through change
- Provide employees with a way to understand and process the changes impacting them
- Integrate the ADKAR Model into project processes and leadership development programs

Create a Common Language With Change Management Training

The ADKAR Enablement License gives your organization access to Prosci's research-based training content and the ability to customize this content to fit your culture, brand and specific needs. This license includes program content and facilitator guides for the following programs:
- **Leading Your Team Through Change** – for mid-level managers and supervisors, through to senior directors
- **Change Management Employee Orientation** – for front-line employees impacted by change
- **Taking Charge of Change** – for anyone who needs to understand change management

Access Robust Digital Tools and Resources

Your organization gains access to the Prosci Hub Solution Suite, a family of online, cloud-based products for change leaders and practitioners. Anytime, anywhere access to the suite's Instructor Hub, Knowledge Hub and Research Hub guides decisions and informs actions, helping your team excel in change management.

A   **Awareness** – Of the need for change

D   **Desire** – To participate and support the change

K   **Knowledge** – On how to change

A   **Ability** – To implement desired skills and behaviors

R   **Reinforcement** – To sustain the change

Included With the ADKAR Enablement License

Programs/Program Materials:
- Leading Your Team Through Change
- Change Management Employee Orientation
- Taking Charge of Change

Note: All training programs can be delivered onsite or virtually.

Published Materials:
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Portal Tools:
- Instructor Hub – including training facilitator guides for each program included in the license
- Knowledge Hub – a single point of access to content and resources related to a specific Prosci training program or learning experience
- Research Hub – digital versions of *Best Practices in Change Management – 11th Edition*, topical studies, and relevant data across a broad array of topics

Organizational Change Competency License

This license provides access to the Prosci 3-Phase Process and Prosci ADKAR® Model in addition to role-based training programs to embed change management into how your organization operates. Use the Organizational Change Competency License to lead and drive more effective change, building change management competencies at every level, from senior leaders to front-line associates.

Define Success
Define Impact
Define Approach
Phase 1
Prepare Approach

Plan and Act
Track Performance
Adapt Actions
Phase 2
Manage Change

Review Performance
Activate Sustainment
Transfer Ownership
Phase 3
Sustain Outcomes

Leverage a Robust Suite of Tools and Resources

This license includes organization-wide access to digital content, resources and tools in the Prosci Hub Solution Suite, including:

- **Research Hub** – A single point of access to Prosci research, including core studies, topical studies and relevant data across a broad array of topics.
- **Knowledge Hub** – A single point of access to content and resources related to a specific Prosci training program or learning experience.
- **Instructor Hub** – A single point of access to facilitation guidance and materials to deliver Prosci training programs.
- **Proxima** – A web application that guides you through the Prosci Methodology focusing on the people side of change throughout a project or initiative.

Build Organizational Competency With Change Management Training

The Organizational Change Competency License gives your organization access to Prosci's research and role-based training content and the ability to customize this content to fit your culture, brand and specific needs.

Roles in Organization / **Prosci Trainings**

Senior Leadership	Sponsor Briefing
Change Practitioners	Practitioner Program
Project Managers	Delivering Project Results
People Managers	Leading Your Team Through Change
Front-line Employees	Employee Orientation
Groups with Multiple Roles	Taking Charge of Change

Included With the Organizational Change Competency License

Programs/Program Materials:
- Leading Your Team Through Change
- Change Management Employee Orientation
- Taking Charge of Change
- Practitioner Program
- Change Management Sponsor Briefing
- Delivering Project Results Workshop

Note: All training programs can be delivered onsite or virtually.
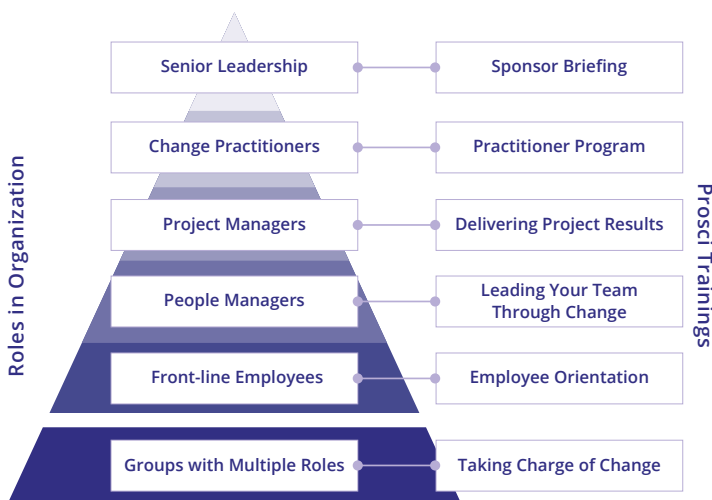
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- Proxima

Enterprise Change Management License

The Enterprise Change Management (ECM) License is the most robust license available from Prosci. Use this license to design an enterprise change strategy and engage must-win projects for the highest profitability, responsiveness and success.

This license entitles organizations to receive the Prosci ECM Roadmap, change portfolio management process, Change Management Maturity Model, Prosci 3-Phase Process, and Prosci ADKAR® Model, in addition to Prosci role-based training programs and the full suite of tools, assessments and resources available in the Prosci Portal.

Change Management Maturity Model

Level 1	Level 2	Level 3	Level 4	Level 5
Ad Hoc or Absent	Isolated Projects	Multiple Projects	Organizational Standards	Organizational Competency

Using the Enterprise Change Management License

The Enterprise Change Management License gives organizations the ability to leverage Prosci's research-based, holistic and easy-to-use methodology, including:

- **ECM Roadmap** – to develop a strategy for change management maturity
- **Prosci change portfolio management process** – to diagnose and manage an enterprise-wide portfolio of changes
- **Prosci 3-Phase Process** – to apply standardized change management processes to projects
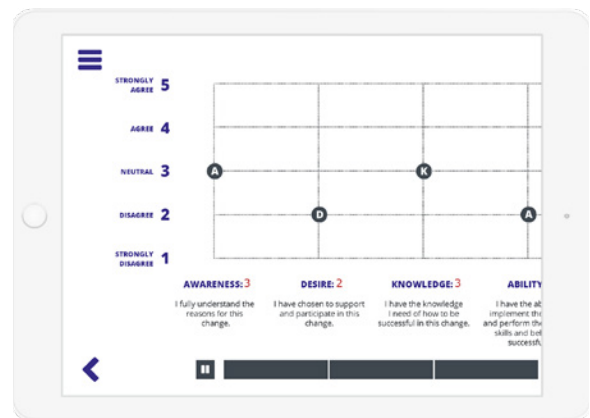- **Prosci ADKAR Model** – to create a common language for change across the organization

Embed Change Competency Within the Organization

The Enterprise Change Management License gives organizations access to Prosci's research and role-based training. Use these programs as they are or customize them to fit the culture, brand and specific needs of impacted groups.

Spread Awareness for Change Management With eLearning Modules

Prosci eLearning modules have been specially developed to supercharge your organization's change management capability and boost the change-readiness of your personnel. You gain access to all four eLearning modules:

- **Introduction to Change Management** – for anyone who needs to know why change management matters
- **Introduction to ADKAR** – for anyone who needs a common language for change
- **Introduction to Leading Change** – for people managers
- **Thriving Through Change** – for front-line employees

Design Your Strategy With Robust Enterprise Change Management Tools and Resources

With an Enterprise Change Management License, you receive organization-wide access to digital content, resources and tools in the Prosci Hub Solution Suite, including:

- **Research Hub** – A single point of access to Prosci research, including core studies, topical studies and relevant data across a broad array of topics. Reference over 20 years of best practices, lessons learned and insights from thousands of change leaders around the world.
- **Knowledge Hub** – A single point of access to content and resources related to a specific Prosci training program or learning experience. Transition from learning to application by understanding key concepts and building new skills to succeed at change.
- **Instructor Hub** – A single point of access to facilitation guidance and materials to deliver Prosci training programs. Follow global delivery standards ensuring a seamless delivery experience for instructors and a transformational learning experience for participants.
- **Proxima** – A web application that guides you through the Prosci Methodology focusing on the people side of change throughout a project or initiative. Achieve change success and deliver value to the organization by following a structured, adaptable and repeatable approach.

Gain Access to New Trainings, Tools and Resources

As our most robust license, the Enterprise Change Management License enables access to the trainings, tools and resources listed above, as well as all new Prosci licensable offerings as they become available.

Included With the Enterprise Change Management License

Programs/Program Materials:
- Practitioner Program
- Change Management Sponsor Briefing
- Delivering Project Results Workshop
- Leading Your Team Through Change
- Change Management Employee Orientation
- Taking Charge of Change
- Integrating Agile and Change Management Workshop

Note: All training programs can be delivered onsite or virtually.

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Electronic Resources:
- Prosci Change Scorecard
- All four eLearning modules:
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  - Introduction to ADKAR
  - Introduction to Leading Change
  - Thriving Through Change

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What Our Clients Have to Say

> " Here at CDOT, we know that building and maintaining effective organizational change capability is crucial. Prosci's comprehensive approach is straightforward, research-based, easy to use, and aligns with our strategic direction. This partnership is fundamental to our success. "

Gary Vansuch, Director of Process Improvement at Colorado Department of Transportation

> " A Prosci license was critical to building an enterprise-wide change capability. The license gave us both the structure to standardize Prosci's change management approach and the flexibility to integrate change management into our established strategy, leadership development and project processes. "

Carla Howard, Change Management Center of Excellence at Avnet, Inc.

> " The Prosci Organizational Change Competency License makes it easier for me as a Prosci Certified Advanced Instructor to teach the practitioner class. The license allows us to print training materials on demand. It's an easy interaction process with Prosci. "

Mike Prazniak, Revenue Cycle Program Change Management Office at Florida Hospital

> " This offered us incredible flexibility and freedom to customize the tools the way that made sense to the audience we were delivering to, to really match the messages about change management and change leadership with our particular audience of stakeholders, and to put a Citrix logo alongside the Prosci logo, and really help the organization feel ownership over these tools and techniques to help lead change more successfully. "

Amy Haworth, Director of Organizational Readiness at Citrix Systems, Inc.

Interested in Learning More About Licensing Options?

Contact us to learn more about how you can build change capability with a Prosci License.

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