

CERTIFIED ASSOCIATE IN CHANGE MANAGEMENT

Program Introduction

CPC Consulting (Beijing) Co., Ltd. – December 2023



Together, we develop your Change Management skills to
drive sustainable change and bring out **best transformation results**,
whether you're an aspiring or seasoned Change Professional.

CERTIFIED ASSOCIATE IN CHANGE MANAGEMENT

OVERVIEW

.CPC

1

Qualification Overview

Everything you need
to know on two pages

2

Your Trainers

See who we are at CPC and
what we do to enable change

3

Training Details

Curious?
Check out all the details!

CACM QUALIFICATION PROGRAM

PROGRAM INTRODUCTION

.CPC

The **Certified Associate in Change Management (CACM)** qualification program is a **3-day blended learning program** (1-day e-Learning + 2-day classroom training) which provides participants the needed **mindset, skillset and toolset** to **plan, design, deliver and lead** change initiatives/projects and build sustainable commitment.

Program Goals



Provide **insights** into different Change Management methodologies



Build Change Management **competencies**



Provide tangible **outcome for companies**



Provide tangible **outcome for individuals**

TÜV Certification


As an experienced, independent and recognized personnel certification body, **PersCert TÜV** meets **internationally recognized standards** for assessing technical and professional skills.



CACM QUALIFICATION PROGRAM

PROGRAM OVERVIEW AND PRICING (PER PERSON)

.CPC

① Basic Level	② Advanced Level	③ Professional Level
<ul style="list-style-type: none">• E-learning about theoretical basics of Change Management (CM)• Overview about different CM methodologies• Application case to foster knowledge transfer to everyday work• 10 modules of each app. 15 min, intro & outro, total duration 4.0 – 4.5 hours• Basic Level online self-test• English & Chinese language available*	<ul style="list-style-type: none">• E-learning with deep dive into all areas of CPC CM methodology and its application• Application case to foster knowledge transfer to everyday work• Templates to download• 13 modules of each app. 15 min, intro & outro, total duration 4.5 – 5.0 hours• Advanced Level online self-test• English & Chinese language available*	<ul style="list-style-type: none">• In-person classroom training on Change Management application & practice lead by CPC Professional• Expert sharing and focus on interaction• Application case and exercises• 2 days incl. personnel certification examination (80-min)• Available in Shanghai & Beijing• English & Chinese language available* <div>Next session in Shanghai January 18th & 19th, 2024</div> 
800 RMB incl. taxes	1100 RMB incl. taxes	6380 RMB incl. taxes

8280 RMB Full Package Price (incl. taxes)

**voiceover in English language only*

CERTIFIED ASSOCIATE IN CHANGE MANAGEMENT

OVERVIEW

.CPC



Training Overview

Everything you need
to know on two pages



Your Trainers

See who we are at CPC and
what we do to enable change



Training Details

Curious?
Check out all the details!

WHO WE ARE: CPC CONSULTING

WE ENABLE SUCCESSFUL & ROBUST ORGANIZATIONS...

.CPC

WE WORK WITH OUR CLIENTS AS TRUSTED PARTNERS

- We operate in partnership on equal terms with our clients
- We enable organizations, leaders and teams alike, to succeed in their current set-ups
- We jointly assess needs for change with our clients and co-create tailored approaches



WE ARE EXPERTS IN TRANSFORMATION & CHANGE

- We are providing Change Management Consulting for over 30 years
- We support large corporations and start-up enterprises alike
- We have our own comprehensive frameworks, which we tailor to your specific needs
- We have successfully carried out more than 1,500 projects of all sizes for our clients worldwide



WE TAKE A HOLISTIC VIEW

- We have cross-domain expertise and front-line experience to combine:
 - Change Management
 - Organizational Development
 - Agility
 - Leadership Development
 - Project & Program Management
- We integrate these elements to provide our clients with the bespoke holistic approach that their complex challenges require



WHO WE ARE: CPC CONSULTING

... WHERE PEOPLE WORK WITH JOY AND PURPOSE

.CPC

100
Consultants
worldwide

30 Years of
Transformation
Experience



CHANGE
MANAGEMENT

ORGANIZATIONAL
DEVELOPMENT

AGILITY

LEADERSHIP
DEVELOPMENT

PROJECT
MANAGEMENT

100%
Owned by
Employees



Worldwide Active

”

*We design successful, robust organizations
in which people work with joy and purpose.*

“

WE ARE MARKET LEADER IN CHANGE MANAGEMENT

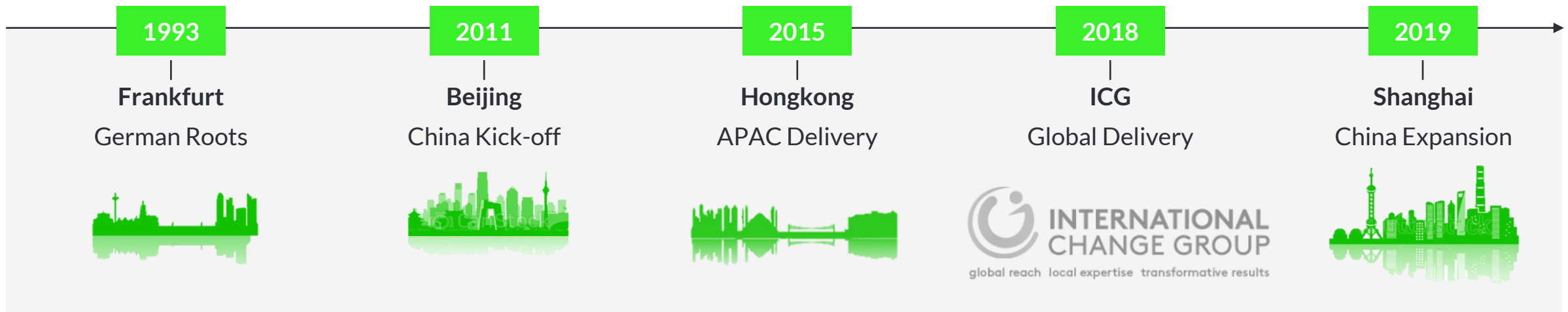
ENABLING CHANGE FOR 30 YEARS, AND IN CHINA SINCE 2011

.CPC

3x Hidden Champion of Change Management



Rank	Consulting Firm		Points ¹
1	.CPC		406
2	Boston Consulting Group		392
3	Strategy&		386
4	Accenture		374
5	undconsorten		371
...



¹ Market's perception of competency in terms of sustainable change impact: 500 points = very high, 300 points = medium, 100 points = very low | Source: www.WGMB.org

OUR KEY OFFERINGS

WE ENABLE PEOPLE AND SUCCESSFUL, ROBUST ORGANIZATIONS

.CPC

CHANGE MANAGEMENT

Our Change Management framework & approach ensure that your change projects are implemented holistically and sustainably



ORGANIZATIONAL DEVELOPMENT

If you need to improve, evolve, re-engineer or start your organization – we help you with direction, execution & the tracking of results



AGILITY

We introduce your organization to an agile mindset, set up and support agile project delivery and show you how to balance innovation and execution



LEADERSHIP DEVELOPMENT

We coach your leaders, facilitate workshops and trainings and provide comprehensive learning journeys tailored to your specific needs



PROJECT MANAGEMENT

From managing single projects to running large programs, we support and enable your teams in the successful delivery of complex tasks



OUR CHANGE MANAGEMENT APPROACH

OUR METHODOLOGY & EXPERTISE MAKES US HIDDEN CHAMPION

.CPC



*"It is not the strongest or the most intelligent who will survive
but those who can best manage change."*

- Charles Darwin

① PURPOSE

We close the **value gap** between implementation and installation to ensure that your changes are implemented **holistically** and **sustainably**.

② METHOD

We drive your change projects from **awareness** through **acceptance** to **commitment**, where management and employees will feel actual **ownership** and be **intrinsically motivated** to sustainably implement the change.

③ OFFERING

We support you with our **services** for **process- and system-driven change** and change in the **global context**, with our **trainings** and **workshops** for all levels in your organization.

WE ARE DIFFERENT CONSULTANTS WITH PEOPLE FOCUS AND SUSTAINABLE THINKING

.CPC

We develop our consultants through...

- short feedback loops
- regular trainings
- hard and soft skills focus

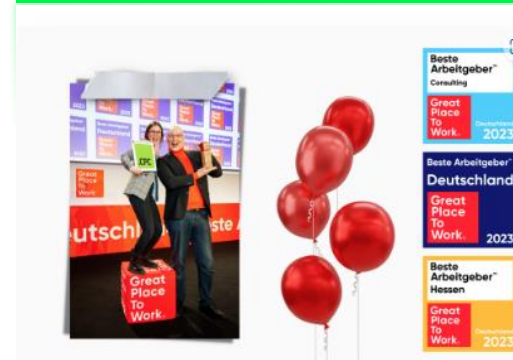
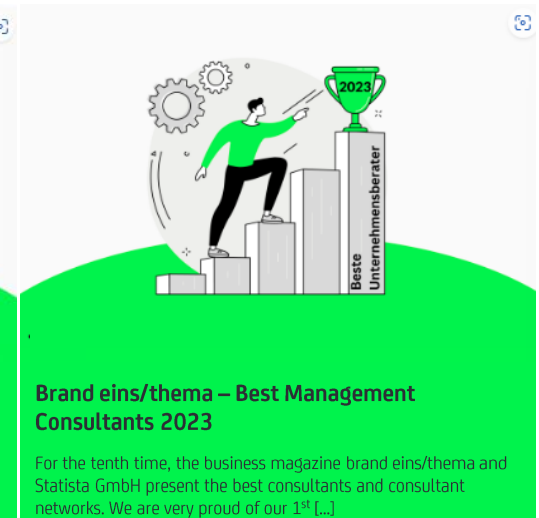
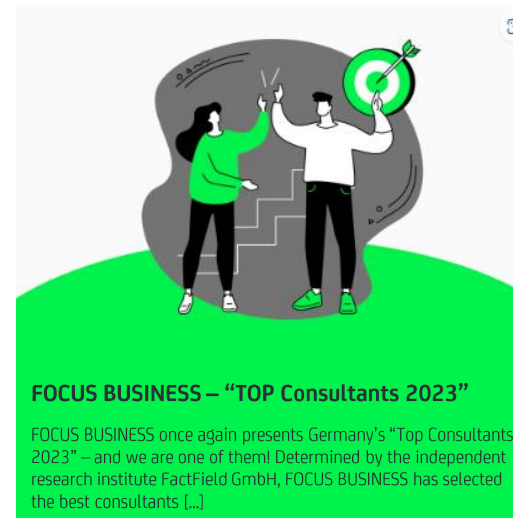
Our CPC consultants...

- think holistically
- reach sustainable goals
- focus on people
- use interactive formats



WE ARE GRATEFUL OUR CLIENTS AND EMPLOYEES TRUST US – AND AWARD US

.CPC



.CPC

CERTIFIED ASSOCIATE IN CHANGE MANAGEMENT

OVERVIEW

.CPC



Training Overview

Everything you need
to know on two pages



Your Trainers

See who we are at CPC and
what we do to enable change



Training Details

Curious?
Check out all the details!

AN INTRODUCTION TO CHANGE MANAGEMENT

MANAGING THE INEVITABLE AND GUIDE PEOPLE IN THE PROCESS

The logo consists of the letters ".CPC" in white, bold, sans-serif font, centered within a solid blue square.

Why is Change crucial?

In a world where **market instability** is a feature and not a bug, things around us evolve at an incredible speed. **It is evermore critical that organizations and individuals constantly adapt to changing dynamics & conditions.** This includes adopting innovative methods to implement change in ways that best fit your organizational culture and keep people at the center.

What is Change Management?

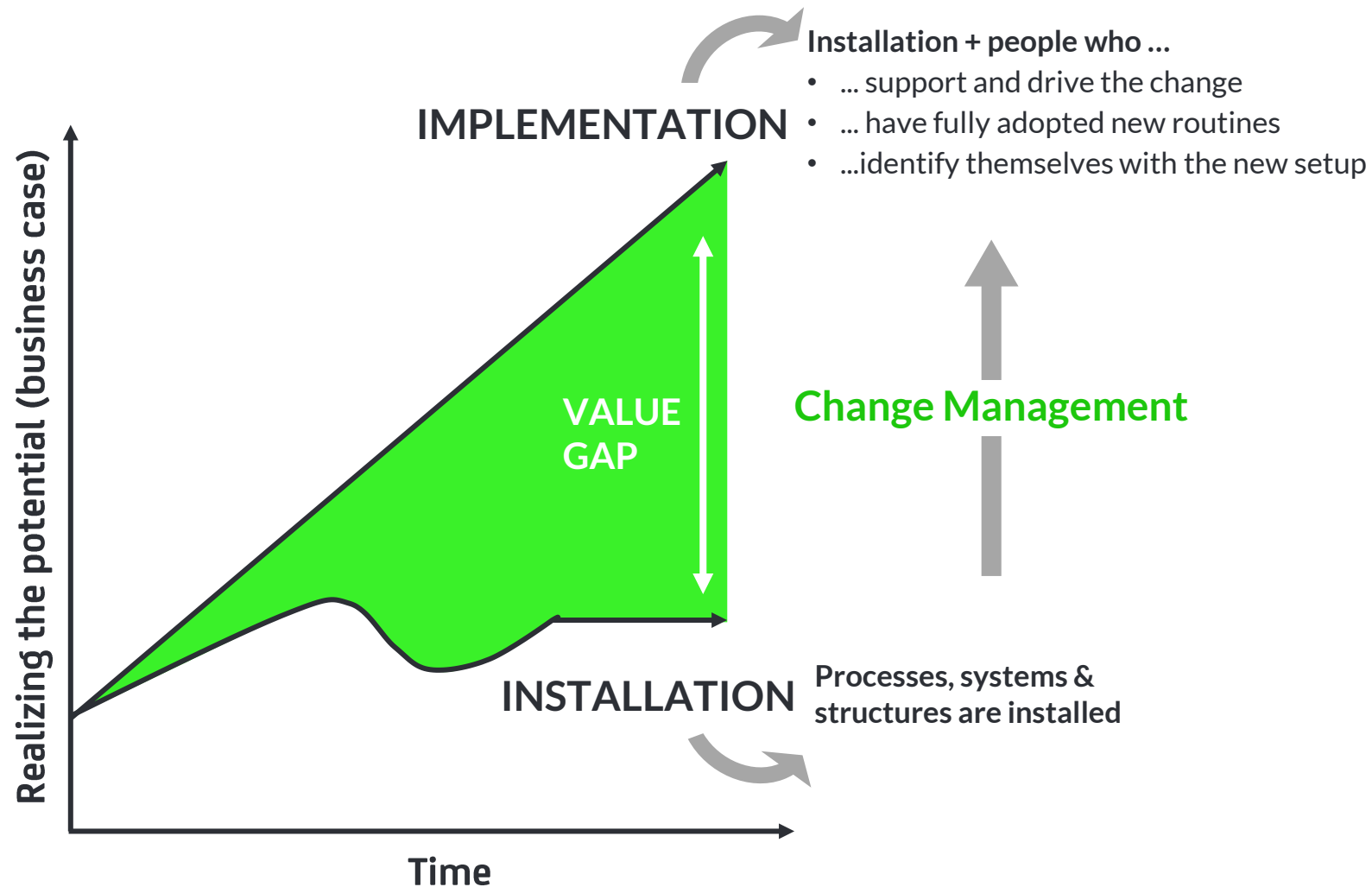
In our world, changes cannot be avoided, but they can be managed.

- Change Management includes all the tasks, measures and activities that must be performed when **introducing and changing** processes, organizational structures, IT systems, strategies, values and behavior in companies.
- Change Management is exactly about this **reorientation** of processes, structures, systems, strategies, values and behavior of an organization in the competitive environment to ensure the adjustments take place in a **guided process**.
- The **people affected by the change** (executives, employees, shareholders, etc.) are not left behind, but guided in conquering the change to succeed and profit for themselves.
- Change Management builds on the fact that **transformation processes follow similar stages**, which are well documented in theory and practice. Thus, all tasks, efforts and activities can be planned, implementation supervised, and success measured.

THE BENEFITS OF CHANGE MANAGEMENT

CLOSING THE GAP BETWEEN INSTALLING AND IMPLEMENTING

.CPC



The Value Gap

With every change, there is a **potential to be achieved**. Potential here equals the maximum benefit an organization can get out of introducing a specific change.

However, if change is simply 'installed' into a system, it is normally perceived as irritating, thus often leading to **resistance and a low level of potential realization**.

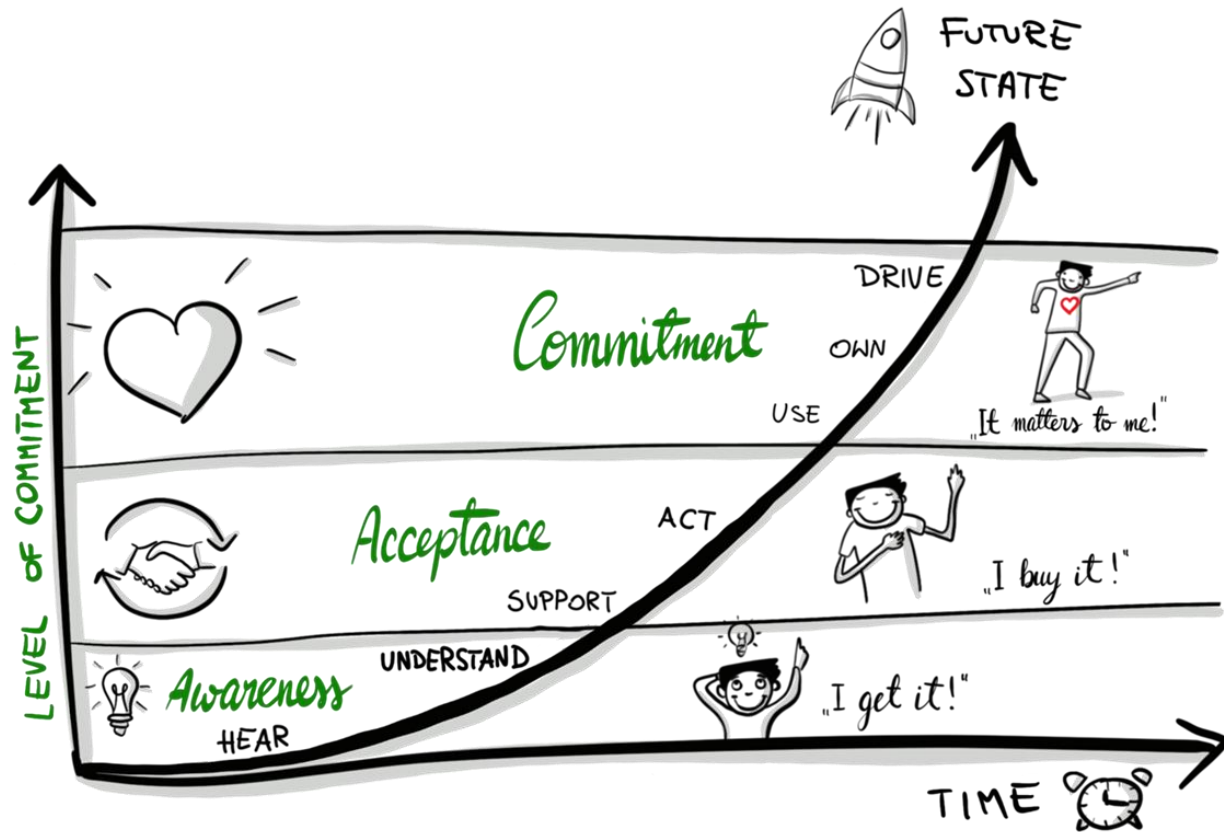
The way out: Change must be **thoroughly 'implemented'** into an organization to be fully understood, accepted and owned and thus to reach its full potential.

The difference between the potential to be achieved and the actual benefit achieved is what we call the **Value Gap**. Our aim is to minimize this gap.

THE METHODS OF CHANGE MANAGEMENT

BUILDING COMMITMENT, EFFECTIVELY AND EFFICIENTLY

.CPC

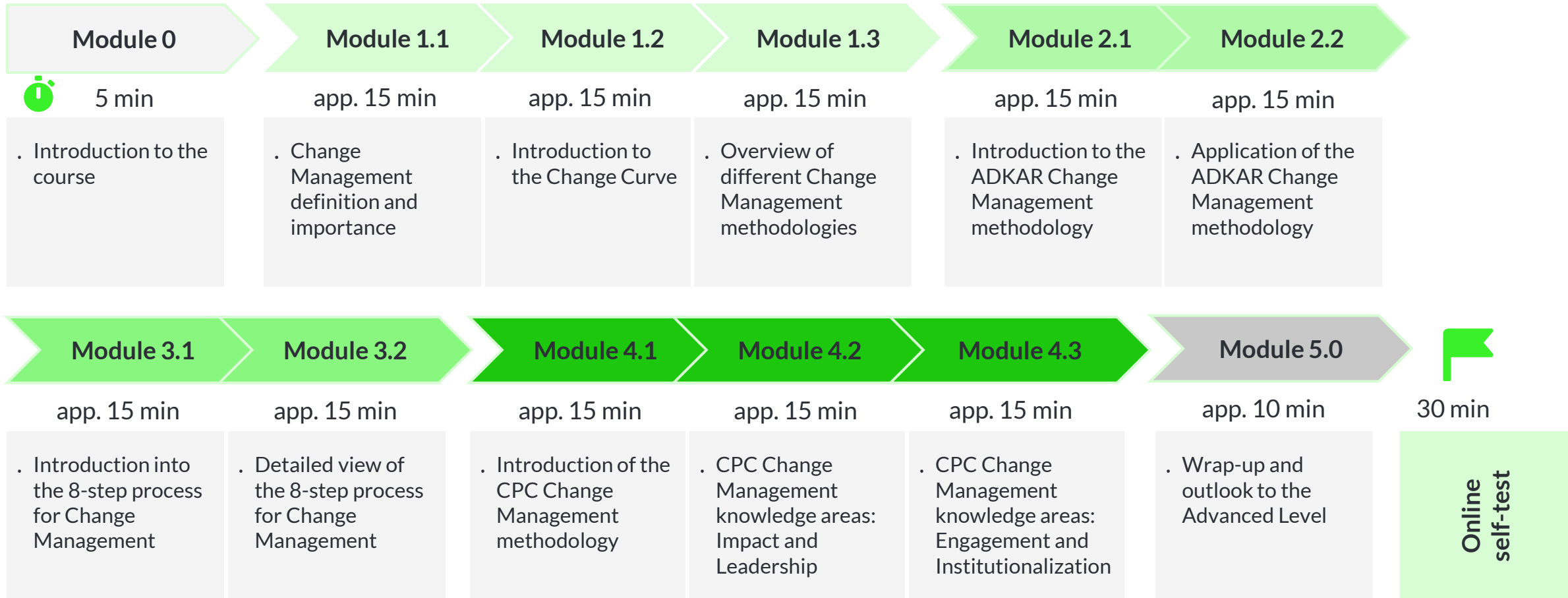


- 1 Awareness**
Make it clear. Leaders and employees **hear** and **understand** the shared purpose for change and can translate the need for change into a message that employees can relate to in their day-to-day experiences.
- 2 Acceptance**
Make it known & make it real. Early employee engagement on all levels, proactive change leadership and needs-oriented qualification measures provide employees with the chance to actively **support the change** and to **act** accordingly. Transparent and frequent **communication on all levels** enables employees to recognize how changes benefit them and try out new solutions.
- 3 Commitment**
Make it happen & make it stick. Once employees **use** and **own** the new solutions accordingly, ongoing leadership support, holistic communication and monitoring of the change progress will **drive commitment** levels towards change ownership and secure long-term success.

CERTIFIED ASSOCIATE IN CHANGE MANAGEMENT

PROGRAM OUTLINE – BASIC LEVEL (ONLINE)

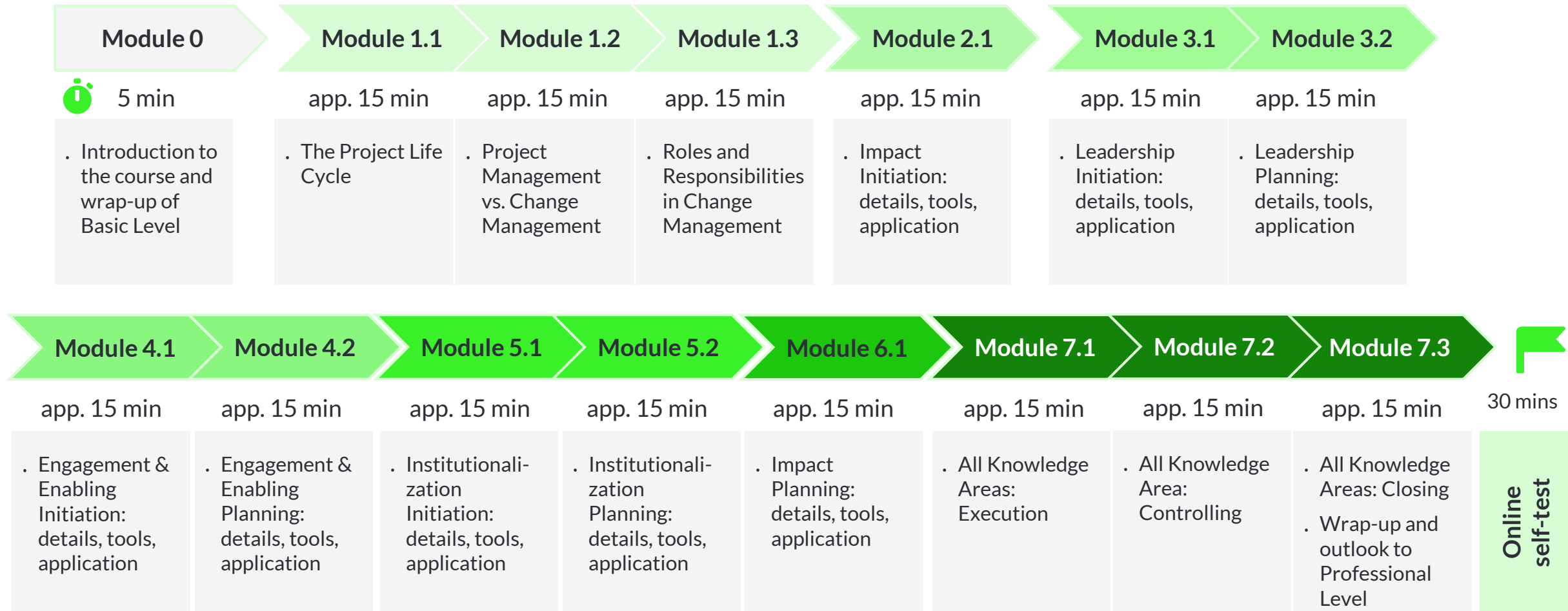
.CPC



CERTIFIED ASSOCIATE IN CHANGE MANAGEMENT

PROGRAM OUTLINE – ADVANCED LEVEL (ONLINE)

.CPC



CERTIFIED ASSOCIATE IN CHANGE MANAGEMENT

PROGRAM OUTLINE – PROFESSIONAL LEVEL (IN-PERSON TRAINING)

.CPC

DAY 1

AGENDA

09:00 am – 05:30 pm incl. lunch

- **Reflection**
On experience with change: What makes me hesitate?
What makes me move forward?
- **CPC CM methodology**
Wrap-up of Knowledge Areas and Process Groups
- **Case practice in Knowledge Area Impact:**
 - Creating a Change Purpose Statement
 - Creating a Change Impact assessment
- **Case practice in Knowledge Area Leadership:**
 - Creating a Change Network Map
 - Identifying Stakeholder Issues
 - Defining Change Roles
 - Developing a Sponsor Network
 - Setting-up a Change Team
- Development of measures for initial **Change Roadmap** based on first outcomes of the case

DAY 2

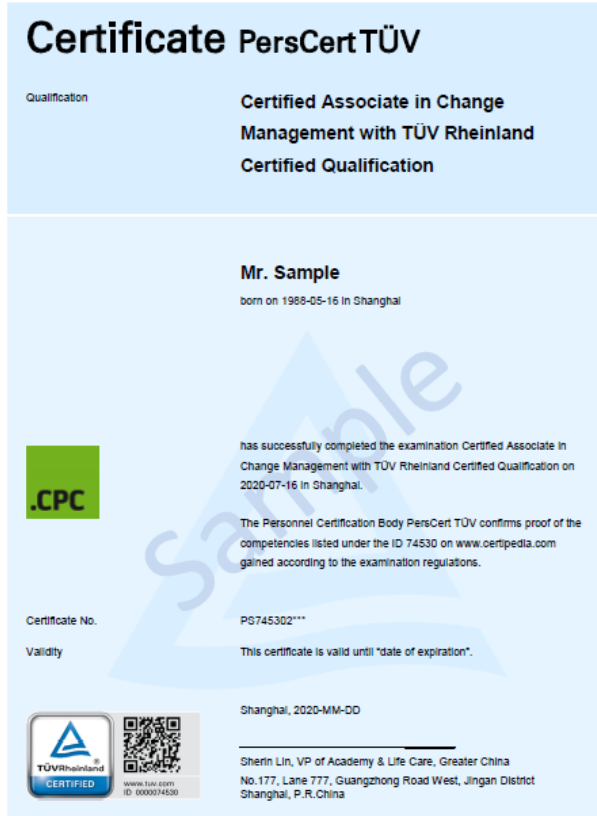
AGENDA

09:00 am – 05:30 pm incl. lunch

- **Case practice in Knowledge Area Engagement & Enabling:**
 - Creating the Adaptor Readiness Assessment
 - Detail of the initial Change Roadmap
- **Case practice in Knowledge Area Institutionalization:**
 - Identifying unwritten rules and definition of measures
- **Q&A and preparation for the personnel certification examination**
- **Personnel Certification Examination**
Examination (80-min) by CPC & TÜV Rheinland

PERSONAL CERTIFICATION (PERSCERT) BY TÜV RHINELAND

CERTIFIED ASSOCIATED IN CHANGE MANAGEMENT



In global business, **personnel certifications** make **competencies transparent & comparable**. They enable **consistent standards** in rapid technical progress and **ensure constant quality**.

As an experienced, independent and recognized personnel certification body, **PersCert TÜV** meets **internationally recognized standards** for assessing technical & professional skills.



Upgrade your skills to the next level!

Scan to find more information about the certification:



www.tuv.com



CERTIFIED ASSOCIATE IN CHANGE MANAGEMENT

TESTIMONIALS FROM PARTICIPANTS

.CPC

Combination of
theory & real
practice

互动式学习

Very excited course which
included the case study that is
related to the current company
situation

Very impressive course with
both theory and application.
I like it!!!

线上学习+线下学习的模式
结合很好，线上注重理论学
习，线下注重工具应用。

熟悉了解CM的方法
论，可以运用到日常
实际工作中。

课程设计很好，由
浅入深

课堂参与度高，内
容深入浅出，讲师
的讲解到位。

非常好 满足期望

系统化的了解了变更管理
的各种工具及其应用

To register for the **classroom training in Shanghai on January 18th & 19th, 2024** or to obtain more information, please contact Emile at +86 156 5073 7369 or scan the QR code to get in touch with us.



.CPC

CPC Unternehmensmanagement AG

The Sqaire 12
Am Flughafen
60549 Frankfurt am Main
Deutschland / Germany
T +49-69-56 03 03 03
contact@cpc-ag.de
www.cpc-ag.de

CPC Yönetim Danışmanlık Ltd. Şti.

Yapı Kredi Plaza, C Blok
Büyükdere Cad. No: 40-41, Kat: 17
Levent / İstanbul
Türkiye
T +90-212-317 41 64
info@cpcturkiye.com
www.cpcturkiye.com

希沛希 咨询（北京）有限公司
CPC Consulting (Beijing) Co., Ltd.
Unit 502, 5/F, SHANG Yuan,
No. 20 Xinyuanli West,
Chaoyang District, Beijing, 100027
People's Republic of China
T +86-10-84 78 31 19
china@cpc-global.com
<https://cpc-global.com>

Shanghai Branch

Weihai Road, No.696,
Jing'an District, Shanghai, 200041
People's Republic of China

CPC Consulting Asia Ltd.

6/F Luk Kwok Centre
72 Gloucester Road
Wan Chai
Hong Kong
T +852-31 27 56 51
china@cpc-global.com
<https://cpc-global.com>



Follow us on WeChat!

