

How to Get Support and Funding to Attend the Prosci Change Management Certification Program

If you're ready to earn change management certification but need buy-in and financial support from your organization, this guide will help you craft an effective case. Organizations, budgets, and the projects you support vary widely, so your justification must be tailored. What matters most to your organization? Use the appropriate content, links and discussions to help substantiate your unique case.

Start With the Immediate Organizational Benefits

Does your manager know that effective change management helps you save money and time, and increase return on investment (ROI) on projects? When budgets are tight and revenue dips, it's more important than ever to achieve the higher levels of adoption and project success that change management delivers.

Here's why attending Prosci's [Change Management Certification Program](#) now will help your organization:

1. Complex, organizational change isn't slowing down.

Prosci research shows that ERP and CRM systems implementations, electronic health record systems implementations, IT software and hardware upgrades, and global digital transformations are still happening. The same goes for process improvements, culture changes, reorganizations, mergers, office relocations, and other organizational changes.

2. Project failures are costly.

Rework, budget overruns, and missed deadlines come with a cost for your organization. When resources and funding are tight, getting changes right the first time matters even more. Our research shows that projects with effective change management are 7X more likely to meet or achieve project objectives.

3. Structured approach = success.

Among our research participants who applied a particular methodology, 59% achieved good or excellent levels of change management effectiveness, while only 26% achieved the same success with unstructured approaches.

4. Hands-on project experience means you can apply skills immediately.

During the program, you work on a real project from your organization with expert guidance. After three days, you emerge with a strategy for your unique change and solid progress on tactical plans to jumpstart your success.

5. Digital tools will guide your ongoing practice.

Prosci's digital tools, including Proxima, guide you through the change management process and support your change management work with data and insights to achieve more successful change.

6. Change management increases people-dependent ROI.

If your project's success depends on people adopting and using it, change management will help you achieve your expected ROI. In fact, the more dependent a project's benefits are on adoption and usage, the larger the contribution that effective change management makes.



Connect Your Training to Achieving Project ROI

Demonstrating the value of certification in terms of ROI speaks clearly to leaders in a language they speak fluently. Here's the general approach:

Think about a specific project in your organization that needs effective change management. Identify or estimate how much your organization is spending on the project.

Now, estimate the ROI your organization expects to achieve from implementing the change, using this equation:

$$\text{Project ROI} = \frac{\text{Expected Project Benefits} - \text{Project Costs}}{\text{Project Costs}}$$

For example, a software upgrade costs \$1M and the expected benefits are \$2M. You might conclude that project ROI is \$1M.

Because a significant portion of the project ROI likely depends on people adopting and using the technology, you must also evaluate the people-dependent portion of the ROI.

Some expected benefits will be independent of adoption and usage. In our example, replacing a software program may result in lower maintenance and license fees—benefits you achieve by simply implementing the change.

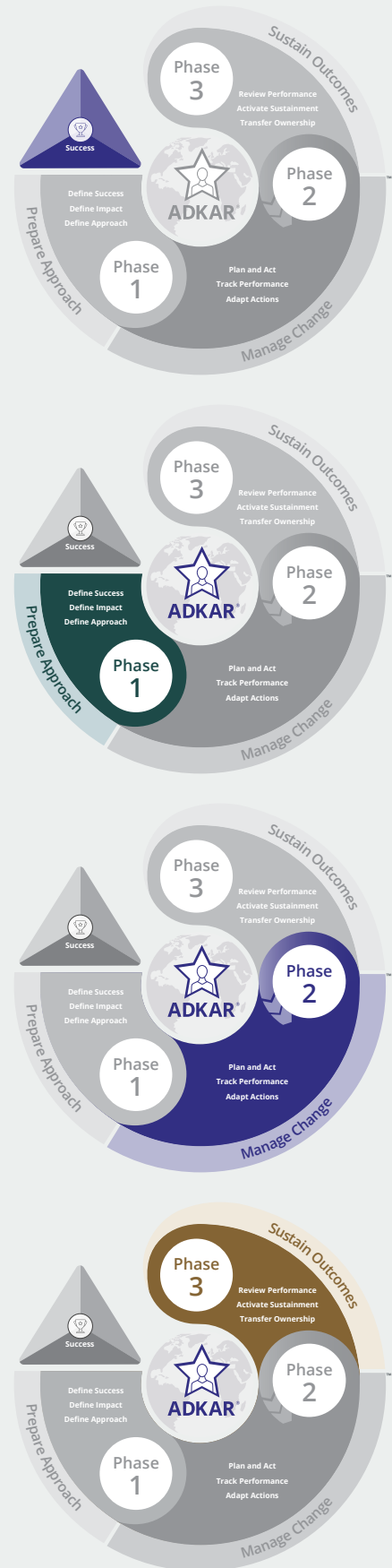
But other benefits come from employees using the software in their work, which produces the benefits of more accurate and timely data, improved performance, streamlined processes, and fewer errors. These **people dependent benefits** are realized when impacted employees adopt and use the new software effectively. And organizations achieve these people-dependent benefits by applying effective change management.

How much of your project's success depends on people adopting and using the change? If 80% of the \$1M ROI depends on adoption and usage, \$800k is at issue—and at risk.

The upshot? The more a project's benefits depend on adoption and usage, the larger the contribution effective change management makes.

For an in-depth discussion and examples, [learn more about calculating the ROI of change management](#)

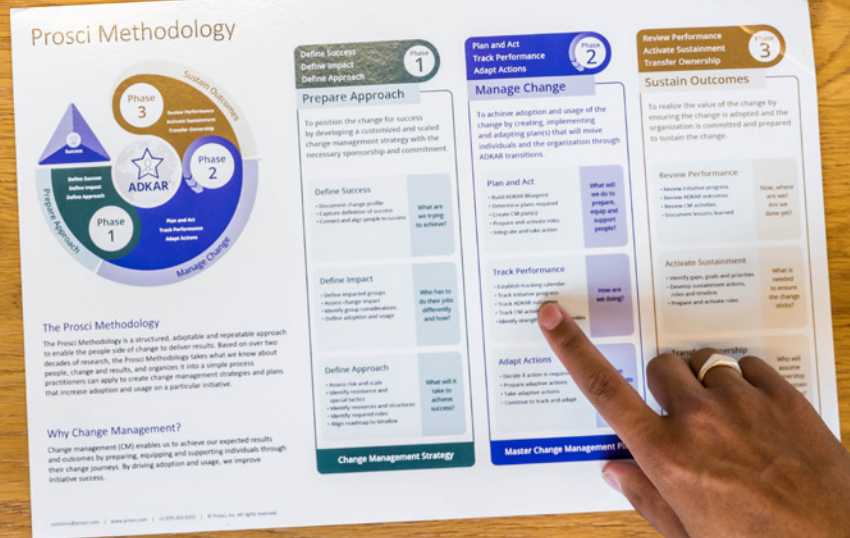
The Prosci Methodology



Use Talking Points for Informal Conversations

You know Prosci's global reputation and value, but your manager may not. These talking points can help you discuss the value of Prosci Change Management Certification at the high level managers prefer:

- Proven best practices.** Prosci is widely recognized as a global leader in change management research and training—more than 80% of the Fortune 100 choose Prosci. Attending their certification program will provide me with access to the latest industry research, best practices, frameworks, models and methodology, ensuring that our change management initiatives are based on the most up-to-date and effective strategies.
- Comprehensive curriculum.** Prosci's certification program offers a comprehensive curriculum that covers all aspects of change management, from planning and implementing change initiatives to addressing resistance and building employee engagement. The program's focus on practical application ensures that I will gain the knowledge and skills necessary to successfully lead change efforts within our organization.
- People-focused methodology.** The Prosci ADKAR® Model, which is at the core of the Prosci Methodology, is widely implemented across organizations around the world. Because organizations change one person at a time, learning to apply the Prosci Methodology will equip me to effectively identify and address resistance, and guide our employees through the stages of Awareness, Desire, Knowledge, Ability and Reinforcement at scale, ensuring greater adoption and usage of project changes and organizational initiatives.
- Enhanced ROI.** Effective change management is directly linked to improved project outcomes and ROI. The latest correlation research shows that organizations with effective change management practices are seven times more likely to achieve project objectives. By attending the Prosci program, I will be equipped with the skills to maximize ROI by minimizing resistance, accelerating adoption, and mitigating project risks.
- Cost savings.** Poorly managed change efforts can result in significant costs, including delays, rework and employee disengagement. By attending the Prosci program, I will gain the knowledge and tools to proactively manage resistance, address employee concerns, and minimize disruptions, ultimately leading to cost savings for our organization.
- Better engagement and morale.** Change initiatives can often create uncertainty and resistance among employees, leading to decreased morale and productivity. By becoming certified in change management, I will be able to effectively communicate the benefits of change, engage employees throughout the process, and ensure that their concerns are addressed. This will result in greater employee satisfaction, improved morale and increased productivity.
- Competitive advantage.** In today's fast-paced business environment, organizations that can successfully adapt to change gain a significant competitive advantage. Attending the Prosci program will equip me with the skills and knowledge to lead successful change efforts, enabling us to respond more effectively to market shifts, industry trends and customer demands.



Request Formal Approval

Be sure to follow informal conversations with a formal request. Personalize our template to tailor and send an email message to your manager.

Subject Line: Prosci Certification Approval Request

Dear [Insert Approver's Name],

I would like to attend Prosci's three-day Change Management Certification Program. The session takes place [insert dates] and will be [delivered online / held at (VENUE NAME) in (CITY)]. Attending this program will give me the knowledge and tools to help our change projects succeed by improving employee adoption and usage. I will also earn the Prosci Certified Change Practitioner credential.

Prosci is a world leader in the change management field and has partnered with 80% of Fortune 100 companies. Based on 25 years of industry-leading benchmarking research from change management professionals around the world, Prosci's Change Management Certification Program includes the latest methodology, processes and digital tools, which will continue to guide my project work after the program.

The Prosci Change Management Certification Program is an interactive, experiential session. To attend, I need to bring an active project, so I can apply the methodology, process and tools to it as I learn them. I propose bringing my [Insert Project Name] project. As you know, [Insert Project Name] is an important effort in our organization, and we are expecting the following benefits, results and outcomes from the project:

1. [Insert project benefit, result and outcome]
2. [Insert project benefit, result and outcome]
3. [Insert project benefit, result and outcome]

The ultimate benefits realized from [Insert Project Name] will depend on employee adoption and usage, which is the essence of change management. Prosci's research shows that projects with effective change management are seven times more likely to meet or achieve objectives than those with no change management. By attending this program, I can bring those odds of success to [Insert Project Name].

I am seeking approval for the [\$4,500 / \$4,850] USD tuition, which includes over \$1,500 in digital tools and subscriptions I can immediately use. If any of my teammates can join me, we will benefit from working together on a project. Plus, each of them will receive a \$500 discount on tuition.

I will arrange for others to cover my responsibilities while I attend training. Please accept this proposal. I am confident that upon completing the program, I will have a solid strategy and a start on the key change management plans needed for [Insert Project Name], as well as the change management skills to drive success on new projects and initiatives.

Thank you for your consideration,

[Insert Your Name]

Have questions? [Contact us](#) to learn more.

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