

Prepare to Respond to Change Management Value Questions

Source

This document is based on ACMP® Standard for Change Management© - First Edition

Purpose

Be ready to respond to questions from Leaders, Managers, or Customers on the value of change management to an organization. Provide coaching on the importance of change management to key individuals and teams to improve change initiative outcomes.

Responsibility

Change management practitioner

Participants

Leaders, Managers or Customers

Notes

Articulating the value of change management is a critical skill for all change management practitioners.

Prepare a set of key questions in advance, that you anticipate you will need to answer. Prepare 150 to 200 characters answers. Here are some example questions.

- What is the purpose of change management and its value?
- The company has been in business for a number [add number if known] of years without a change management organization. Why would it need change management now?
- Senior people at the head of an organization should be able to organize change, so why is change management needed?
- How would you know when change needs to stop?

Your answers should be short and use terms that Leaders, Managers or Customers can understand.

Legal Acknowledgement

jTask acknowledges the Association for Change Management Professionals® (ACMP®) Standard for Change Management©, hereinafter referred to as “the ACMP Standard”, as being the basis for developing this document.

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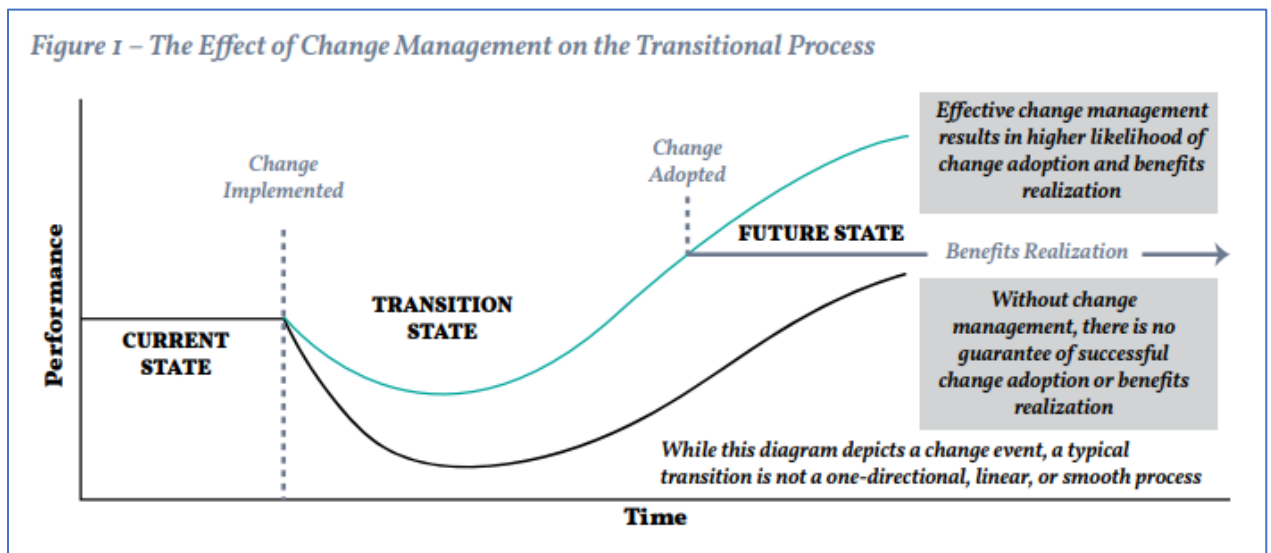
Overview

1. Review the ACMP Standard sections that specifically talk about the value of change management.
2. Familiarize yourself with 4.1 Change Is a Process - Figure 1 graphic.
3. Write answers to change management value questions.
4. Practice your responses on a colleague.

Steps

1. **Review the ACMP Standard sections that specifically talk about the value of change management.**
 - §3.7 Change Management Terms and Definitions
 - §4.1 Change Is a Process
 - §5.0 Change Management Process (first page)
 - §Appendix A: ACMP Statement of Change Management
2. **Familiarize yourself with 4.1 Change Is a Process Figure 1 graphic – The Effect of Change Management on the Transitional Process in the ACMP Standard**

Work out how you can use the graphic in a presentation to explain the value of change management and skills you provide.



The figure shows how a structured approach to change management can avoid or reduce the performance dip after the change is implemented (go-live) and accelerate benefit realization.

3. **Write answers to change management value questions.**
4. **Practice your responses on a colleague.**