

Identifying Change Agents and Creating a Change Agent Network

Source

This email is based on ACMP® Standard for Change Management© - First Edition §4.6 Change Management Roles and Responsibilities.

The content in this document should be modified to fit your specific situation.

Purpose

To help assess change effects; prioritize change management tasks; provide feedback on the change management strategy, plan, and tactics; and execute and support the change process at the stakeholder level. Change Agents in the business need to be identified and a network established.

Responsibility

Change Management Lead

Participants

Managers and Change Management Lead

Notes

Typical Manager questions:

1. How do I identify a Change Agent?
2. What do you want the Change Agent(s) to do?
3. How much time do you require from the Change Agent(s)?

Alternative Change Agents names include Change Champions, Change Ambassadors, Change Evangelists, Change Advocates, Change Heroes, and Change Influencers

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 email template

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Overview

1. Email a Manager to request a Change Agent
2. Email Change Agents to set up Change Agent Network Kick-off Meeting

Steps

1. Email to a Manager to help them identify Change Agent(s) from their team

Dear [Manager],

[Project Name] Is very important to the success of our organizations change initiative. [mention how the initiative will affect the organization or the stakeholders].

We need your help to nominate [add number] Change Agents who will assist the Project and Change Management team with the change effort. We estimate we will need their support for about X hours per week from [Date to Date].

We will need their help to assess change effects; prioritize change management tasks; provide feedback on the change management strategy, plan, and tactics; and execute and support the change process at the stakeholder level.

Here is a checklist of recommended attributes of or normal responsibilities for the selected individual(s). You should check all the boxes for the individual(s) submitted.

Change Agent Evaluation	Qualifies
is a functional or social leader, middle management, or subject matter expert	X
is trusted by colleagues, stakeholders, and executives for their insight into and understanding of the organization	X
has a network (Informal, non-hierarchical) and influence (without authority) over other individuals or groups	X
will model the required behaviors in their areas, provide feedback on change activities, and actively engage with others around change activities	X

Please reply with your list of names by [Date]. We will then invite them to a Change Agent Network Kick off Meeting on [Date]. You are welcome to attend the meeting if you are interested.

Yours truly, [Change Management Lead]

2. Email to Change Agents to set up Change Agent Network Kick off Meeting

Dear [Change Agent],

You have been selected by your Manager to assist the Project and Change Management teams help with [Project Name] change initiative. Your support Is very important to the success of our organization. [mention how the initiative will affect the organization or the stakeholders]

We will need your help to assess change effects; prioritize change management tasks; provide feedback on the change management strategy, plan, and tactics; and execute and support the change process at the stakeholder level.

Please look out for Change Agent Network kick-off meeting, where we will explain your role and responsibilities in more detail.

Yours truly, [Change Management Lead]

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May 2, 2020