

## **Identify Change Agents and Create 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)
4. What are the benefits of becoming a Change Agent?

Alternative Change Agents names include Change Champions, Change Ambassadors, Change Evangelists, Change Advocates, Change Heroes, Change Catalyst 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

### **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 organization's 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 X [add time requirements per Change Agent] 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 outlining the recommended attributes or typical responsibilities for the chosen 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 to help with the [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.

Your early participation in this [Project Name] as a [Change Agent], will allow you to:

- Take a leadership role to advance your career.
- Join a key group changing our organization.
- Learn in advance what the change is and its impact.
- Increase your skills and experience.
- [Add additional benefits of being a Change Agent on your Project]

Please watch for the Change Agent Network kick-off meeting invitation. During the meeting, we will provide a detailed overview of your role and responsibilities.

Yours truly,

[Change Management Lead]

**jTask, Inc.**

**January 1, 2025**