



Are you involved with change in your organization?
Culture Change
Technology and System Driven Change
Process Change
Restructuring and Reorganization
Merger Integration

Announcing a relevant, affordable program for you:

"Managing Change Projects" Course 1: Activating Change

Have you ever asked these questions?

- Are we spending big money but not getting our money's worth?
- Is it possible to roll out something new without creating a chaotic environment?
- Why don't people just do what they're told?

Originally designed to help a Fortune-100 company more effectively implement a variety of changes, "Managing Change Projects" will teach you the same world-class tools that are changing how people approach Change.

Course 1: "Activating Change" will

- Guide you through step-by-step activities that are necessary to increase adoption of changes
- Provide real life learning by using a project you are currently working on through pre-work, in-class activities and post-workshop action items that you apply to *current, real-life projects*
- Enable you to create a Change Management Plan that you will use for your project
- Provide value whether you attend all sessions or select individual module(s)

"Thank you. I'm a huge fan of this Change Model and all the work that your team is doing. This was a very good class to guide us through the tools and process."

But What IS "Managing Change Projects?"

"Managing Change Projects" is a series of four workshops. Although each workshop builds on the others, each one is designed to stand alone so you can sign up for one or a combination - or the series can be taken in its entirety.

>>Course 1: **Activating Change** – Introducing the Change Model, Roles, Metrics, and the Change Plan

Course 2: **Advocating Change** – Understanding Your Project, Stakeholder Management, Embracing Resistance, and Building the Change Plan

Course 3: **Acquiring Change** – Assessing Risks, Monitoring Stakeholders on the Change Curve, Building Out the Change Plan

Course 4: **Actualizing Change** – Building Your Communication Plan, Complete the Change Plan.

"I found this class great! Perfect timing, use of breakouts, interaction! It's a great model for future sessions I might hold!"

Who would benefit from "Managing Change Projects?"

- Project Managers
- Program Managers
- Business Analysts
- Sales Teams
- Client Relationship Managers
- IT Professionals
- HR Representatives
- Finance Professionals
- and *anyone involved in making a change within their organization*

"Great Job. Nicely done and good job keeping us engaged!"

Now Accepting Registrations for Course 1: "Activating Change"

"Activating Change" begins by addressing "Why change matters" and introduces a Change Model that you will learn to use when managing change in your organization. You will learn about the relationship between Project Management and Change Management, Sponsorship, Roles in Change, and Metrics, and initiate a Change Plan for your project.

Wednesday, May 8th, 2013 6:00-9:00pm PDT
1232 Monticello Road, Lafayette CA 94549
[Click Here to Register](#)
or email events@sedaa.net

"This was great - I really look forward to the rest of the sessions. Taking this course is not only helping me develop new skills, it's also validating what I DO KNOW - which is almost as valuable. Thank you so much!!"

[Click Here to Register](#)

"Managing Change Projects" is brought to you by Sedaa Corporation, a solution services organization that provides consulting services, membership services, and recruiting services to companies from small businesses to Fortune 100 organizations. The Presenter is Deserie Myers. Deserie received her Master's in Organization Development from Sonoma State University, and she has worked on and facilitated a number of OD projects which include change management, strategic development, change metrics and assessments. In combination with her OD experience, Deserie has extensive experience as a Project Manager. With her experience in Organization Development and Project Management, Deserie has a unique understanding of the importance of incorporating both Project Management and Change Management in change implementation.

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