

CHANGE MANAGEMENT CENTER

FOSTER TRUE TRANSFORMATION WITHIN YOUR ORGANIZATION

PREMIUM ONLINE RESOURCE GIVES YOUR LEADERS QUICK ACCESS TO THE LATEST THINKING ON CHANGE MANAGEMENT

THE CHANGE MANAGEMENT CENTER from Harvard Business Publishing draws upon the research of renowned change experts, and challenges leaders to consider different approaches to change to discover what will work best within their organizations.

CONTENT

INSIGHTFUL ADVICE, PRACTICAL TOOLS, COMPELLING STORIES

The **Change Management Center** offers the best thinking from preeminent experts on how to effect real change. Your managers will find thought-provoking ideas and valuable tools to help them plan change initiatives, communicate effectively about change, and engage employees in the change effort.

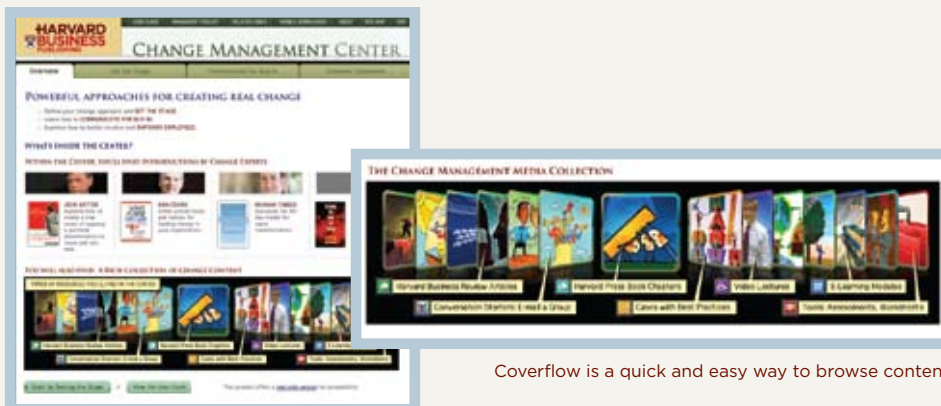
The *Change Management Center* presents content in three sections:

- o **Set the Stage:** Describes tactics for creating a climate for change and explores different strategic approaches.
- o **Communicate for Buy-In:** Examines how to communicate for commitment, initiate open and honest conversation about obstacles to change, and leverage change champions to create support throughout your organization.
- o **Empower Employees:** Explores how to actively involve employees in a change effort, increase their buy-in, break through any barriers to change, and enable implementation.

Managers' Guide and Toolkit

A comprehensive Managers' Toolkit features an instructive Discussion Guide that enables managers and facilitators to "take it to the team"—by assigning readings on critical topics prior to group discussions. The Toolkit offers teaching aids such as Conversation Starters to email to colleagues or team members, an index of all the Center's tools, and Facilitation and Participant Guides for classroom use.

The *Change Management Center* contains a rich variety of materials: articles, book chapters, case studies, expert videos, eLearning, and *Harvard ManageMentor* 10 topics. Each section ends with a series of tools, including assessments, checklists, worksheets, and forms.



Coverflow is a quick and easy way to browse content.



Prima|CUX

HIGHLIGHTS

- > Managers' Toolkit and Discussion Guide
- > Classroom Facilitation and Participant Guides
- > Conversation Starters and practical tools
- > Engaging expert videos
- > Quick and easy "Coverflow" design
- > Dynamically updated content via RSS

EXPERTS

The **Change Management Center** draws on the work of the foremost thinkers in the field of change management:

JOHN P. KOTTER

Konosuke Matsushita Professor of Leadership, Emeritus, Harvard Business School; author of *A Sense of Urgency*, *Leading Change*, and co-author of *The Heart of Change* (Harvard Business Press)

DAN S. COHEN

Principal, Deloitte Consulting LLP; author of *The Heart of Change Field Guide* (Harvard Business Press) and co-author of *The Heart of Change*

MICHAEL BEER

Cahners-Rabb Professor of Business Administration, Emeritus, Harvard Business School, and co-founder and chairman of TruePoint; co-editor of *Breaking the Code of Change* and co-author of *The Critical Path to Corporate Renewal* (Harvard Business Press)

BEHNAM TABRIZI

Consulting professor at Stanford University; author of *Rapid Transformation* (Harvard Business Press)

> For more information visit:
www.primacux.com



PROGRAM ELEMENTS

EASILY INTEGRATED INTO YOUR DEVELOPMENT PROGRAMS

Blend the best ideas on change management into your leadership development curriculum. The resources in the Center can support and reinforce both self-directed and group action learning.

The *Change Management Center* is organized for fast, easy navigation across a wide variety of learning assets:

CONTENT	Three content areas—Set the Stage, Communicate for Buy-In, and Empower Employees—cover initial steps and challenges common in change management.
FEATURED EXPERTS	Video clips by leading experts highlight key conceptual material in each section.
MEDIA COLLECTION	An extensive selection of articles, book chapters, case studies, videos, <i>Harvard ManageMentor</i> topics, tools, and Conversation Starters.
THE MANAGERS' GUIDE	Offers suggestions on how to use the Center's collection of content for different situations and different levels.
THE MANAGERS' TOOLKIT	Contains aids for managers and facilitators to “take it to the team” and cascade the Change Management Center's learning to groups and individuals. The Toolkit offers: Discussion Guide: Helps managers and facilitators assign readings on critical change topics in preparation for group discussions. Blended Learning: Provides classroom Facilitation and Participant Guides. Tools Index: Offers quick access to all the tools in the collection, listed by section. Conversation Starters Index: Lists each section's Conversation Starters, which can be emailed to stimulate dialogue around a specific topic.

ADDITIONAL FEATURES

Change Management Wire links users to top sources for the latest news and thinking about change.

Flexible Array of Materials is easily integrated into a blended learning program.

Coverflow Design allows individuals to easily browse through and select material of interest.

Site Map and Index provide quick access to all site assets.

SUPPORT

THE CHANGE MANAGEMENT CENTER is quick and easy to deploy via your LMS or intranet. Our Implementation Services team can help you develop an effective rollout strategy and can also customize the product to meet the specific needs of your organization for greater impact.

Many more Harvard Business Publishing offerings are available to help you achieve your leadership and management development objectives. Please contact us for information on our comprehensive portfolio of strategic content, programs, and services.

TARGET AUDIENCE

THE CHANGE MANAGEMENT

CENTER provides advice, tools, and resources for leaders and managers at all levels who are charged with planning for, communicating about, and carrying out change initiatives.

The **Change Management Center** delivers useful tools and thought-provoking concepts to your managers. Building and refining your managers' abilities to plan for and drive real and lasting change will directly affect your organization's success and future growth.

COMPLEMENTARY OFFERINGS

Extend the **Change Management Center's** impact with the following:

- **THE INNOVATION CENTER** equips business leaders with insights, ideas, and tools to approach innovation strategically and systematically.
- **THE TALENT MANAGEMENT CENTER** is an easy-to-use online collection focused on attracting, developing, retaining, and advancing key talent.

Or select from our deep well of print and digital content. Ask your relationship manager for recommendations to match your current strategic initiatives.

LEARN MORE

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