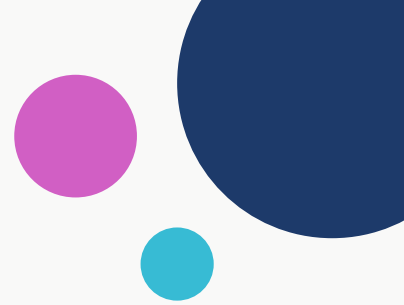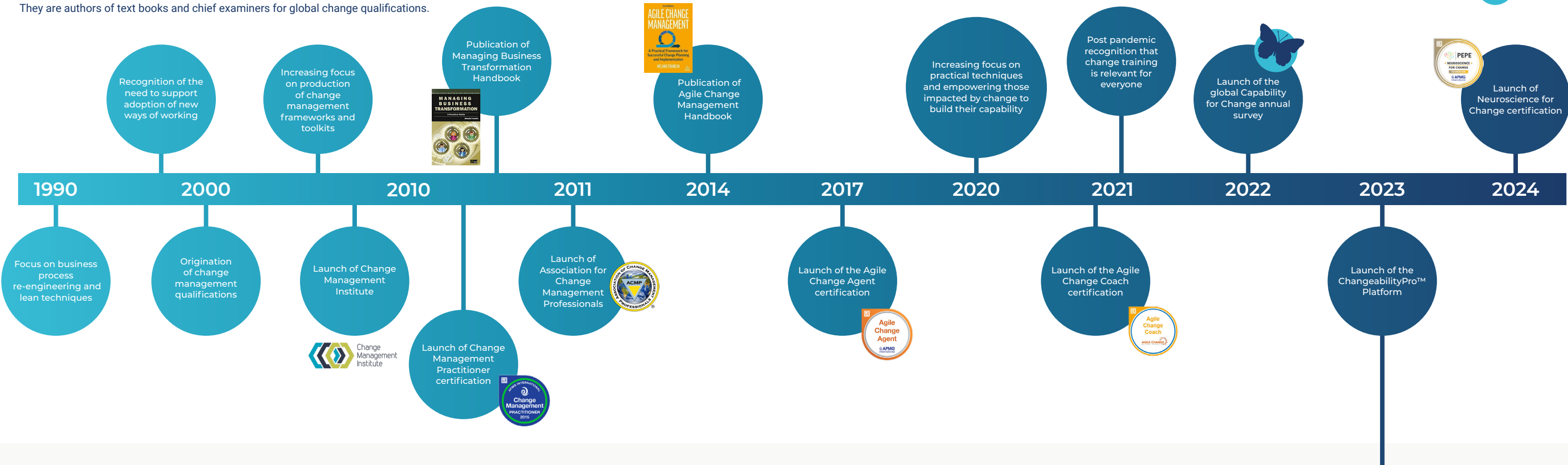# Capability
for Change

ChangeabilityPro®
Online Training Platform

Practical solutions, easy to understand, simple to apply.

The History of Change Management

It is exciting to work in a profession that continues to evolve. The founders of ChangeabilityPro® have been active in much of the progress listed here. Gillian Perry and Melanie Franklin chaired the Change Management Institute in the UK for 6 years, and they founded the Change Capability Community on LinkedIn and started the annual global Capability for Change survey.
They are authors of text books and chief examiners for global change qualifications.

Timeline

Above the timeline:

- Recognition of the need to support adoption of new ways of working
- Increasing focus on production of change management frameworks and toolkits
- Publication of Managing Business Transformation Handbook
- Publication of Agile Change Management Handbook
- Increasing focus on practical techniques and empowering those impacted by change to build their capability
- Post pandemic recognition that change training is relevant for everyone
- Launch of the global Capability for Change annual survey
- Launch of Neuroscience for Change certification

Timeline years: 1990 — 2000 — 2010 — 2011 — 2014 — 2017 — 2020 — 2021 — 2022 — 2023 — 2024

Below the timeline:

- Focus on business process re-engineering and lean techniques
- Origination of change management qualifications
- Launch of Change Management Institute
- Launch of Change Management Practitioner certification
- Launch of Association for Change Management Professionals
- Launch of the Agile Change Agent certification
- Launch of the Agile Change Coach certification
- Launch of the ChangeabilityPro™ Platform

Project management before change management

The methodologies and techniques for project management have a head start on the change management profession. The global Project Management Institute began in 1969 and in the UK the Association for Project Management formed in 1972.

These are important landmarks as project management has dominated the change landscape. We talk about change projects, where the emphasis is on the creation of tangible change. These "deliverables" or "outputs" are too often the star of the show. The problem is, without effective change management, their launch often falls flat. Money is spent to create new systems, design new processes, re-structure and re-organise but there is no support to adapt to these changes.

When I took my first roles as a business analyst and then as a project manager, implementing new systems for banks, consideration of how people might use what we produced was not part of our thinking. We developed the changes, and we expected the business to work differently as a result.

This was the dominant thinking in the 1990s, where "business process re-engineering" was the term in use, a forerunner of some of the lean thinking we have today.

During the 2000s there was increasing recognition of the need to plan and manage the realisation of benefits, which required coordination of the creation and adoption of new ways of working. I feel this was the beginning of the behavioural change movement.

Understanding transition

My first experience of defining change management activities was in 2003 during production of the 2nd edition of Managing Successful Programmes which identified the responsibilities for transitioning the outputs of projects into operational use. This was followed by the launch of the first dedicated change management certification from APMG International in 2005.

The conversations as we co-created how to train this subject were inspiring. It led me to include practical techniques in Think MSP, the handbook published to accompany the Managing Successful Programmes text book in 2007.

I then created Managing Business Transformation in 2010 and the Agile Change Management Handbook in 2014.

Official recognition

As the ideas for guiding the adoption of new ways of working have developed, they have been matched by the launch of professional bodies, recognising that change activities are a management discipline. The Change Management Institute launched in 2005 (I co-chaired this with Gillian Perry from 2014) and the Association for Change Management Professionals launched in 2011.

Current situation

Over the last 15 years, change management roles have become the norm, with many organisations having a small, central team of change professionals.

An informal poll I took a few months ago indicated that the size of this team is 4 people – 1 head of change management role and 3 other change professionals. The size of the team is then increased through the appointment of consultants for specific change initiatives.

As part of this increasing professionalism of change management, these central teams have created frameworks and toolkits to define how to manage change.

Where do we go from here?

Increasing volumes of change and the seismic changes driven by AI, organisations are building a wider capability for change. Reliance on a handful of change professionals is not sufficient to support all those impacted by change. There is increasing interest in learning how to manage change from team leaders and team members. They do not view themselves as change professionals but they are expected to implement change and want the skills and confidence to be able to do this.

The role of central change teams will evolve, to become part of this skills capability building. Change experts will still take responsibility for large, complex and high-risk changes but in addition, they will share their knowledge and help staff in every area of the business to self-manage their change experience.

Aligned with this is the move away from methodologies and frameworks that focus on the activities and tasks to manage change. Instead we are seeing greater emphasis on brain-smart approaches to encourage individuals to change their behaviours, create cultures that support continuous innovation and enable leaders to be adaptable and flexible.

Introducing ChangeabilityPro®

AI driven platform; immediate and continuous access to learning and skills development to build capability for change and transformation, for team members to your global leadership team.

What is ChangeabilityPro®?

ChangeabilityPro® is a new way for individuals to gain valuable practical skill in making change in your organisation. It is an online platform with a collection of micro-learning modules that introduce powerful techniques based in neuroscience and positive psychology. The advice is presented in short videos for individuals to learn and practice in becoming highly change-capable.
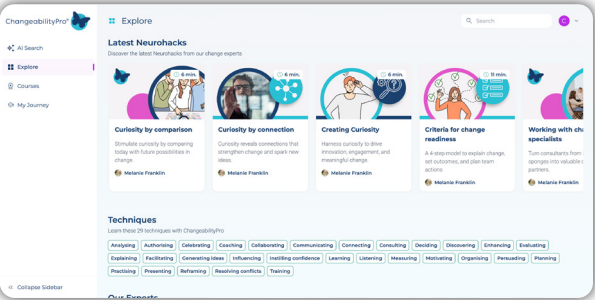

1 Neurohacks

Micro-learning videos explaining a technique for making change happen. Some techniques deal with the negative emotions triggered by change, others focus on motivation and resilience. There are practical techniques for how to plan your change activities and how to find the time for change. There is help for explaining change to others and working with your team to define in detail what needs to change.
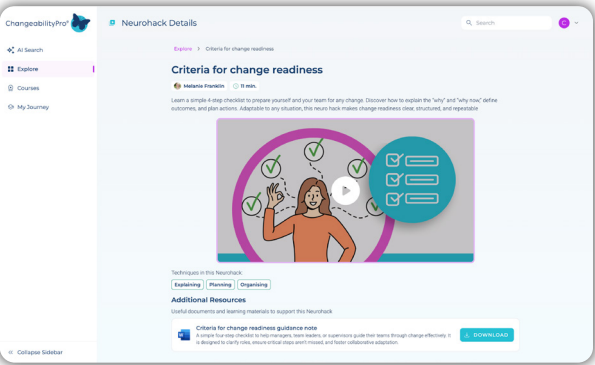
2 Supporting materials

To enable you to immediately apply the technique you learnt in the neurohack, checklists, templates, step by step guidance and additional information is provided. The documents are "fillable" so you can capture your own thoughts as you share the technique with your colleagues.
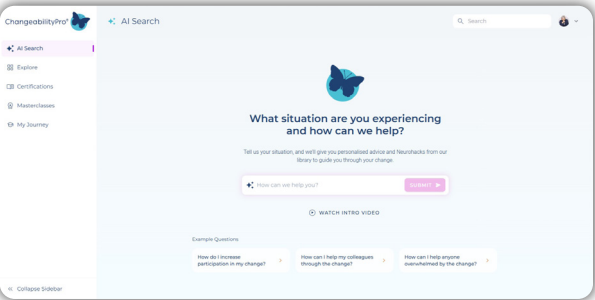
3 AI search

The artificial intelligence that powers this search engine enables you to type in a description of your situation, problem or question and let ChangeabilityPro® suggest the most relevant content. The platform will suggest up to 3 neurohacks that meet your needs, and if you want more help, you type in the query again and it will make more suggestions.
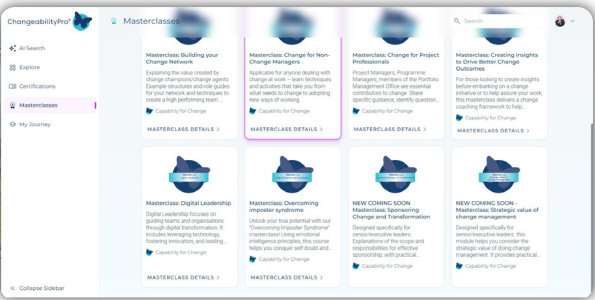
4 Master Classes

Master classes apply specialist expertise to the most in-demand subjects and the latest thinking in change management, project and programme management, digital transformation and leadership development. New master classes are frequently added to this series, using your feedback from the global Change Capability Survey, backed up by our extensive range of focus groups and discussions.
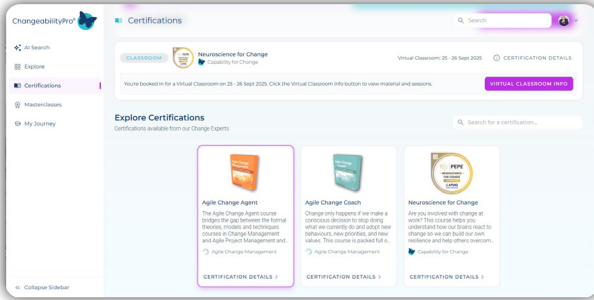
5 Certifications

With our Change Management certifications, you can expect to gain an understanding of:
- Change Management theories and models
- How to implement change within an organisation for success
- How to communicate change to employees based on their different learning preferences and types
- The importance of onboarding stakeholders in the success of organisational change and how to achieve this.
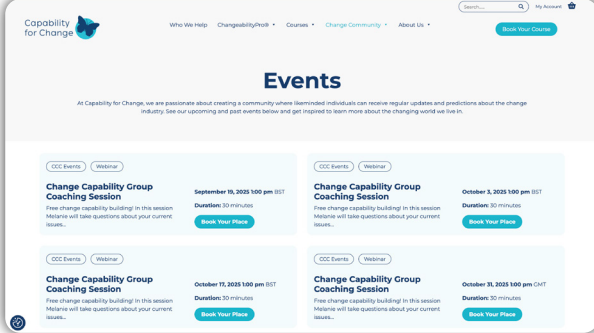
6 Online virtual coaching sessions

In these sessions Melanie takes questions about your current issues and biggest concerns about the change you are involved in. This is a chance to use Melanie as your friendly coach, giving you ideas and potential solutions and asking her for advice – about your change and about your career development. She is happy to take questions from the chat and you can contact her in advance.
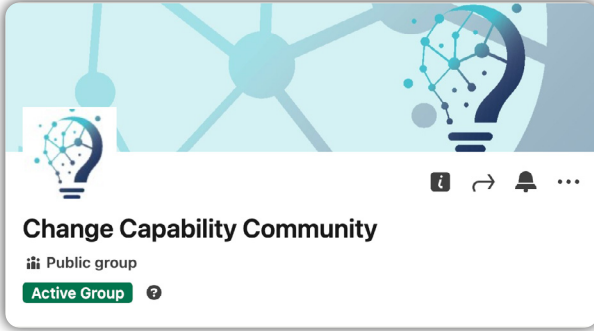
7 Community

To provide continuous development opportunities, we invite all users of ChangeabilityPro® to become members of the Change Capability Community. This group of international managers meets monthly to share ideas for managing change. We discuss the most common challenges and work in small groups to network and co-create new techniques and solutions.
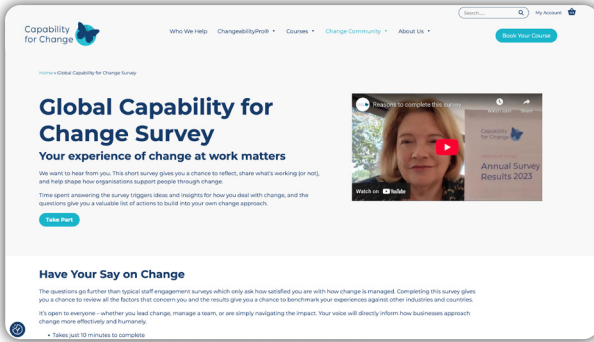
8 Global Capability for Change Survey

Your experience of change at work matters – we want to hear from you. This short survey gives you a chance to reflect, share what's working (or not), and help shape how organisations support people through change.

Time spent answering the survey triggers ideas and insights for how you deal with change, and the questions give you a valuable list of actions to build into your own change approach.

Why use ChangeabilityPro®?

ChangeabilityPro® is a powerful tool for leadership development at any level, specifically addressing the challenges of business change and transformation. Everyone experiences high levels of change at work, and to achieve these improvements and create new ways of working, we all need support. This platform is an ever-expanding source of practical techniques that apply to all types and size of work-related change.

Education

Platform developed using adult learning principles.

Learning from short videos

Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.

Learning with others

Techniques are designed to be shared with others and support collaboration and ideas sharing.

Learning supported by choice

A learner chooses what they want to learn rather than being served up a programme shaped by someone who does not know their situation.

Learning with control over the learning experience

Learners use AI driven searches to match what they learn to the questions they have and the solutions they need.

Learning by self

Research shows that allowing learners to control their own learning boosted performance and improved their learning.

Learning while working

Content is available as learners experience change situations and need support in the moment to solve problems and find solutions to remove blockers to their progress.

Building capability for change

Platform contains proven solutions from global experts in change.

Change and transformation

Creates the capacity for change that matches the level of strategic ambition for change and transformation.

Customer satisfaction

During change, there is the risk that there is less focus on managing current workload as effort is focused on creating new ways of working. Increasing the ability to manage change reduces this risk by enabling staff to balance operational efficiency and continuous improvement.

Increase pace

Increases the pace at which change is implemented, because confident, skilled individuals are quicker to volunteer their time and effort to make the change happen.

Increase success

Increases the chances of success for all your change initiatives because of there are more people able to lead themselves through the change and to support their colleagues. This increases organisational capability and resilience for all types of change.

Learning & Development

Platform developed to align with your competency model and integrate with your learning academy.

Aligning learning programs

Aligning learning programs with business goals is critical for navigating significant changes, ensuring teams have the necessary skills to plan and execute transformations while enhancing innovation and maintaining stability in customer service.

Improving retention

Access to training means staff feel valued, that they are progressing and that they are worth investing in.

Delivering your learning strategy

ChangeabilityPro® delivers the core objectives of your learning strategy, building the capability for problem solving, process improvement and ability to transform. It forms part of your learning academy.

Upskilling employees

By providing training in business change, you are upskilling employees in skills they need and want.

Creating a culture of learning

Providing bite-sized training at the point of need, accessible whenever someone needs guidance. Learning is embedded in "the way we do things around here".

Testimonials

We run an active user group, with people using the platform in a wide range of industries and with different types of change. It is gratifying to see how popular, useful and impactful ChangeabilityPro® is for all of them.

" I think it would be a great resource for line managers and anybody who is responsible for building, delivering or supporting people with change in organisations.

I would definitely recommend that we purchase to share with our line managers in particular. My change team have a depth and breadth purpose. Depth where they are allocated to individual change initiatives and that's where a lot of the time and focus is put as we're driven by project delivery.

The breadth objective in relation to building capability and capacity for change across the org is always tricker to achieve but this product would help change managers achieve that. An essential tool in their arsenal to build capability.

Head of Strategic Portfolio and Change

" I found the content inspiring mainly because it was so practical and pragmatic. You were quickly able to show how the tools can be used in real life which I loved. The energy and enthusiasm in each of the videos is a great fit for our organisation as we want staff to enjoy their work and be energised by what they do.

Group Head of Change and Transformation

" The AI search is brilliant, so simple and being able to type in just what I am thinking and feeling and get help relevant to me is so useful and an effective use of my time. It feels open to everyone as there is no need to use specific terms or know anything about change to get started. I love not having to work through lots of material that doesn't reflect my situation just to find something that does.

Head of People Change and Programmes

" It was easy to sign up and once in, the navigation was intuitive and easy to follow. The visuals make me want to open the videos, and the guidance is clearly explained. There is no requirement to be an expert in change, because it is so simple to use, which makes it the right tool for our managers who are involved in change, but have not had any formal training.

People change lead

" These videos have great advice for lots of situations, I can see how to use each technique for different problems for different changes. It is so helpful that each technique has all the "paperwork" – the take away checklists and templates help me use the technique without having to do any additional work.

Organisational development and change business partner
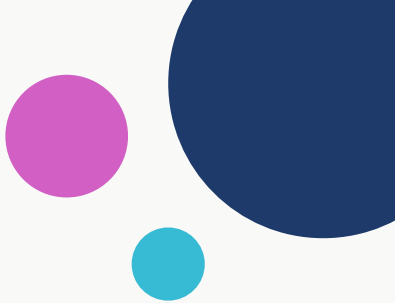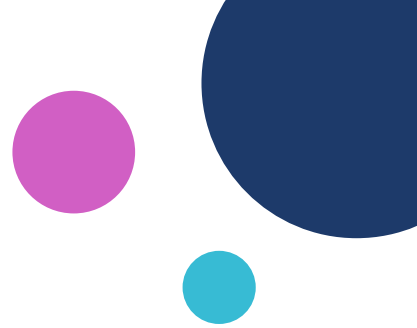
Interested to learn more?

Email Melanie to arrange a demo

Melanie Franklin

Chief Executive Officer, Capability for Change

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