

# Strategic Alignment Workshop

**Prosci**  
PEOPLE. CHANGE. RESULTS.™

The purpose of this two-day workshop is to align your change management effort with the strategic objectives of the organization. Prosci provides the framework, tools and facilitation to develop a change management capability strategy that aligns with your specific needs and desired outcomes. Prosci can facilitate this workshop in person or virtually.

## Who Is This Workshop For?

The Strategic Alignment Workshop is designed to bring together a core team of your organization's key stakeholders to develop a robust strategy for delivering enhanced organizational change capability. This includes anywhere from 4 – 20 participants made up of:

- Executive sponsor
- Deployment leader
- Functional leadership
- Key organizational influencers

Prosci's expert facilitator will help you document the organizational ambition for change while you articulate the vision and accelerate your capability development. The workshop leverages a research-based change management maturity analysis and facilitates the establishment of a tactical plan to make your vision a reality.

## Workshop Objectives

Participants will co-create the following deliverables:

- A shared vision for change capability with a direct link to your organizational strategy
- An understanding of the goals and objectives of building the organization's change capability
- Analysis of the current state
- A clear definition of the desired future state
- A detailed roadmap to close the gap between your current state and desired future state
- A set of clearly defined roles and responsibilities for key change-enabling roles
- A sequence of events to develop enhanced organizational change capability
- An elevator speech to describe why and how the organization will drive change capability

## Agenda

### Meeting Kickoff

#### Enterprise Change Management Deployment Ambition:

- Change management ambition
- Link with strategy
- Size, scope and speed
- Desired approach
- Rules of engagement

#### Change Management Maturity Mapping:

- Current state and future state
- Leadership commitment statement

#### Enterprise Change Management Goals:

- Leadership, project, skill, structure and process

#### Enterprise Change Management Resourcing:

- Roles and responsibilities
- Competency development plan

#### Sequence of Events:

- Deployment roadmap
- Schedule of events
- Key program milestones

#### Communication Planning:

- Elevator speech and talking points