

## In this month's issue:

- [Building Commitment to Major Change](#) – read this online
- Attend a FREE webinar that gives you a six step approach to implementing change successfully – Introduction to PCI®, dates open in January, February and April 2009
- [PCI Accreditation](#) public programme dates now open in February, March and June 2009. Other public programme topics also available

**Changefirst is offering reduced fees for all our public programmes booked by the 31<sup>st</sup> January so you can invest for a better 2009. Receive a 50% discount on a second person attending with you during January, February and March 2009. New Public Programmes will be available in the USA – dates to follow shortly.**

We recently had an article published in a leading strategy magazine which we wanted to share with you. We reported on data provided by 1700 change agents and added in to the mix over fifteen years of field research and application.

As well as being an excellent summary of our research, the article provides a useful, readable introduction to anyone who needs to understand why change management is so critical to implementation success.

It's a very practical read. For example, we describe the actions that drive acceptance of change and contrast them with those that drive commitment. For your information **the top five drivers that build commitment are:**

1. **Helping people understand the need for them to change and that the status quo is no longer viable.**
2. **Ensuring that influential people in the organisation are advocating to change.**
3. **Creating a two-way, face-to-face contact with the people that need to change.**
4. **Enabling managers to role model the change; to 'walk-the-talk'. People tend to focus on what management 'do' rather than what they 'say'.**
5. **Ensuring that people are involved as much as possible in designing and implementing the change, rather than being told what to do constantly.**

The full article can be downloaded by [clicking here](#)

## Important Dates

**Public Workshop Dates**  
(held in London)

[Thriving Through Change](#)  
Build resilience skills in managers at any level of the organisation or in any function  
14<sup>th</sup> January 2009  
20<sup>th</sup> May

[PCI Accreditation](#)  
Prepares managers to plan and implement major change initiatives  
10 – 12<sup>th</sup> February 2009  
31<sup>st</sup> March – 2<sup>nd</sup> April  
9 – 11<sup>th</sup> June

[Developing Resilience during Change](#)  
Shows all employees how to develop their resilience levels, stay productive and quality focused during the turbulence of major change  
21<sup>st</sup> April 2009  
4<sup>th</sup> June

***"The first course on change that actually tells you HOW to manage it."***  
**Operations Manager**

For further information on our Public Workshops please contact Debbie West on +44(0)1444 450777, or [go to our website](#) for details.

## Upcoming Free Webinars

[PCI \(Change\) Awareness](#)  
7<sup>th</sup> January 2009  
2<sup>nd</sup> February  
22<sup>nd</sup> April

[Being more Resilient during Major Change](#)  
21<sup>st</sup> January  
11<sup>th</sup> March

[PCI Tools Online](#)  
27<sup>th</sup> January 2009 – Part 1

## ***Wishing you a very Merry Christmas and Best Wishes for 2009***



25<sup>th</sup> February – Part 2  
28<sup>th</sup> April – Part 1  
19<sup>th</sup> May – Part 2

*“These webinars are a concise, practical and effective use of time, building on the training that is already given in workshops and adding much more – thank you.”*  
**Change Agent**

[Click here to register now](#)  
or contact **Clare** by email on ([clare.hayward@changefirst.com](mailto:clare.hayward@changefirst.com)) with the Webinar name, date and time. *Each webinar runs twice on each day, for one hour, starting at 09:30 GMT & 15:00 GMT (London, UK).*

**Will you be able to access the Webinar?**  
Follow the link below to check. If you do not already have access to WebEx it may involve downloading some items to your computer.

[Take me to WebEx's online system check](#)

**If you wish to unsubscribe from future communications from Changefirst, then please click here**

©Changefirst Limited. All rights reserved 2008.

If this newsletter is not readable, please follow [this link to see it online](#).