



December 2014



### Welcome to *the Centre for Change Management* monthly bulletin

The big event for us last month was the Training Journal Awards. Our training partner Aspire Europe and their customer Cheshire West and Chester Council won a Silver Award. Our MD, Robert Cole, was the lead consultant for

Aspire at the Council helping them implement a Change Advocate concept. He was at the Awards dinner to join in the celebrations. Nearly all of the cohort of advocates achieved a C4CM Award in People and Change as part of their development.

We are a growing qualifications centre, interested in the subject of organisational change.

Our bulletin is designed to share our thoughts and insights in effective change management. Please share anything we publish with your clients and help us by adding your experiences and comments to our blog, twitter or facebook page:



If you'd like to know more about how our qualifications can add value to your change proposition, visit our website [www.c4cm.co.uk](http://www.c4cm.co.uk), email me at [amanda.muscat@c4cm.co.uk](mailto:amanda.muscat@c4cm.co.uk) or call me on 0117 230 5091.

Regards

Amanda Muscat  
Marketing & Communications Director

## Competence and Knowledge

The Change Advocate programme at Cheshire West and Chester Council (CWCC) highlights the difference between Competence and Knowledge (see a [blog](#) for more info). In a recent blog [Michelle Weise](#) proposes competence based education as a disruptive behaviour in education. Her point is that most education (and training) is focused on delivering knowledge, helping the student answer the question 'what do you know?' and resulting in an emphasis on book learning (think of PRINCE2 Practitioner). Whereas the question most employers want to ask a potential employee is 'what can you do?' This is a question about competence.



Knowledge is necessary to answer the competence question,

## In This Issue

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## Quick Links

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## News

### TJ Awards Result



### SILVER Award

C4CM have supported our partner training organisation Aspire Europe, who with their customer Cheshire West and Chester Council, have won a silver award at this year's Training Journal Awards. [See more on our website.](#)

**Well done!**

**Effective Change  
Manager's  
Handbook**

but not sufficient. To demonstrate competence a person must be able to select appropriate knowledge and then apply it to a real problem. Only with an implemented solution to a real problem can a candidate talk about what they can do.

In creating the Change Advocate programme, CWCC needed their advocates to have a competence to do change. The programme they created involved some knowledge; but mostly it was about solving the problems of change and doing it. Hence they chose the C4CM [People and Change Award](#) to reflect the competence of the Change Advocates as the Award assessment involves solving change problems in the workplace.

Thinking about your training, are you offering knowledge or competence? If you are focused on knowledge, will you be disrupted by other organisations offering competence?



What do you think? [@C4ChangeMgt](#)

## Return on Investment

Our qualifications show a return on investment because they require evidence of competence in the workplace. This means you can demonstrate an impact to the customer's business and their organisation capability.

[Contact us](#) to see how we can support your customers seeking competence as well as knowledge.

## Don't forget our blog



Looking at our web site analytics we have discovered the most popular blog posting is on the Change Curve (see below). Its not the most useful or interesting blog; it just happens to link to a very common search term and comes very high up the search list. We hope you will find other blog posts at least as interesting.

### Does the Change Curve exist?

I am sure many of you will have heard or know of the change curve. However, a journalist has recently pointed out that the application of this emotional journey to general change is an extension of a single piece of evidence into a taken-for-granted rule. Here are the arguments for and against using this theory. [Click here](#).



### Change Advocates - a good idea?

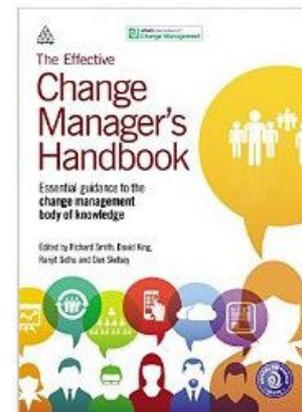


Change advocates both promote change in a business and help protect staff from poor change implementation. They do this by advocating the change on behalf of the business and being a channel between affected staff and senior managers. The role demands trust and respect from both staff and managers; here is how it works.. [Click here](#).

## Skills and training assessment

For more about our qualifications and assessment visit our website [www.c4cm.co.uk](http://www.c4cm.co.uk).

If you are interested in including our qualifications in your learning portfolio please contact Amanda on 0117 230 5091 or email me at



A significant new book on [Change Management](#) is published this month. The material in this book covers a number of our award modules. It is mostly aligned with our [People and Change](#) module and it also contains good material on [Stakeholder Engagement](#), [Benefits Management](#), and of course the [Business Change Manager](#) role.

Apart from the book's contribution to modern thought on Managing Change it also represents a number of links to C4CM. Contributors to the book include David King (also an editor) and Rod Sowden from [Aspire Europe](#), Patrick Mayfield from [pearcemayfield](#) and our own Robert Cole. It shows how C4CM is at the heart of Change Management.

## #tweet of the week

**We re-tweet ideas and comment from close associates:**

For once we will blow our own trumpet, as well as others!

[@AspireEurope](#)  
[@Go\\_CheshireWest](#)  
[@C4ChangeMgt](#)



THE CENTRE FOR  
CHANGE MANAGEMENT

With [@Go\\_CheshireWest](#) who have just won silver award at #TJAwards14 with [@AspireEurope](#)

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