



the Centre for Change Management  
www.c4cm.co.uk

Passionate about delivering qualifications for managing change

April 2013



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

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

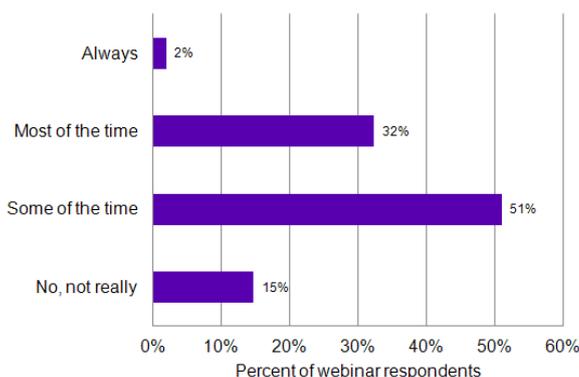
## Insights

### How does that affect the benefits?

We have a focus for all of our training on change: delivering benefits to our clients. We also use a similar mantra with our clients to help them be successful in change which is: How does that affect the benefits?

It is intended to focus every interaction, from the top down, on the benefits and the risks to achieving them. If your correspondent can't identify an impact on the benefits then you should stop the conversation and have one that does affect the benefits. Using a simple technique like this it doesn't take long to make a change become benefits focused. Making sure everyone understands the benefits and is focused on delivering them is a simple, but essential, technique to focus behaviour on success.

Are you having the "right" conversation?



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Data from Prosci change management webinars conducted June 2012.

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## News

### Are you interested in contributing to the quality of our qualifications?

We are currently seeking subject matter experts to verify and endorse the quality of our topic led awards.

Our qualifications Standards & Steering Board ensures we have the best and most recent practice in our awards and that the assessment is sufficiently demanding for the level of the qualification. We have some top industry thought leaders already signed up. We need some expertise in the following areas:

[Business Change Manager,](#)

[Benefits Management,](#)

[People and Change.](#)

We need thought leaders and industry experts to help us align our qualifications to the marketplace.

As part of our Standards and Steering board you will be part of the team that directs and

[Visit our blog](#) for the full story and to see what we can learn from this.

Through March we posted five new thought-provoking articles on organisational change to our blog - [click to review](#).

## A framework for change

Would our practical qualifications help your clients improve?

### Practical qualifications designed for professionals in the business of projects, programmes and organisational change



**Are you struggling to make change work in your area?  
Do you want to extend your learning about change?  
Do you need practical support to deliver change in your organisation?**

If these issues affect you then we have a modular training and qualification structure specifically designed for professionals delivering change in an organisation.

Modules can be taken as face to face facilitated workshops and courses or through online guided learning. Modules are based on the latest ideas in managing change using best practice in Portfolio, Programme and Project Management. All online courses are supported by a tutor to guide you to success.

To complete the assessment for a qualification you will apply knowledge and skills covered in the learning module to your own work. This demonstrates your understanding of the topic and the positive impact it can have on the quality of your project or programme.

The workbook created for your assessment can be used to support the construction of a portfolio of evidence for CPD which may contribute to further professional qualifications. Credits gained from the qualifications may be used on other QCF courses where allowed.

For more about the framework 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 [amanda.muscat@c4cm.co.uk](mailto:amanda.muscat@c4cm.co.uk).



*C4CM is an EDI Licensed Centre. All of our qualifications are accredited by EDI as an approved qualification. EDI is itself accredited and authorised by the UK Government.*

*PRINCE2® and MSP® are Registered Trademarks of the Cabinet Office.*

develops the expansion of our qualifications in to a framework for change taking participants from Level 3 through to Level 7 (post graduate).

To apply please contact Robert Cole, Managing Director at [robert.cole@c4cm.co.uk](mailto:robert.cole@c4cm.co.uk)

### On-line courses are licensed by the Cabinet Office

We are delighted to announce that our [Programme Management Overview](#) and [Project Management Overview](#) on-line courses have officially been licensed by the Cabinet Office to include a certain amount of material from the PRINCE2® and MSP® books.

Use of this copyright intellectual property is essential to ensure our courses cover and are aligned to best practice in project and programme management.

## Updates

### #Tweet of the week

We publish many of our articles via channels such as twitter.

This week our most popular tweet has been on **understanding the link between strategy, change and operational excellence** - see our story on six common strategic errors [here](#)

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