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March 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

### What is the Change Curve?

I am sure many of you will have heard or know of the change curve. This is the idea that all humans go through a series of emotions as a result of a change. The curve shows the different emotions and plots time (x-axis) against a number of different measures including performance, morale, impact, and competence of the individual affected by change.



[Visit our blog](#) to add your thoughts to the arguments for and against the use of this approach.

## A framework for change

The benefits of becoming an accredited partner

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## Quick Links

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## News

### C4CM reaches Australia

Australian candidate receives Maturity Model and Assurance Assessor Award certificate via Outperform. [see the award](#)

**the Centre for Change Management**  
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**Course: Maturity Model and Assurance Assessor**  
Qualification description:  
Level 4 Approx 30 guided learning hours  
Accredited by C3M Award  
This award will enable you to plan and undertake an assurance assessment of part of an organisation using an appropriate maturity model in order to evaluate a capability within the organisation.  
The award can be applied to maturity models in Portfolio Programme and Project Management, Procurement, Software Development, etc.  
The focus for the entire course is on assessment of assurance in a project or a programme delivering change.  
**Who is the qualification for?**  
✓ Experienced internal consultants  
✓ Business analysts

### Who is the Chief Change Officer?



We believe that change in an organisation is a core

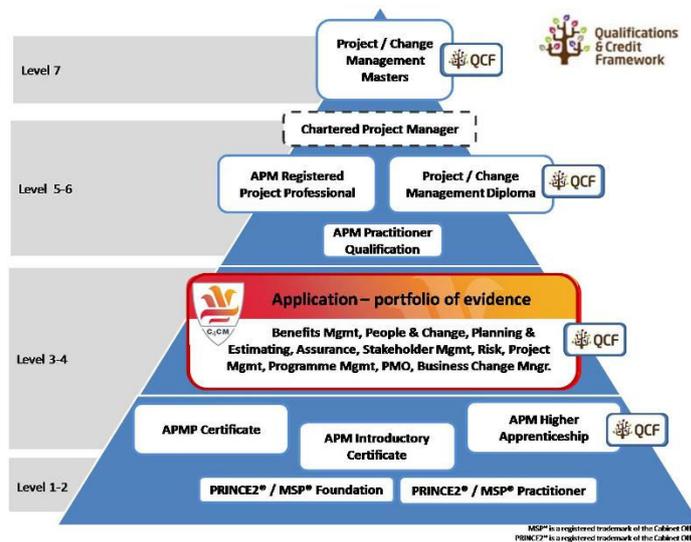
The Centre for Change Management (C4CM™) framework is designed to provide accredited training partners with a series of nationally recognised qualifications to bridge the gap between professional accreditation and on-the-job experiential learning.

Our modular approach provides you with a route to support professional career streams with a pragmatic learning journey that:

- **Demonstrates application for the client** - our assessment process is clear evidence the training organisation is having a Kirkpatrick level 3 impact.
- **Builds a portfolio of evidence** - the format of the work-based assessment supports the development of a portfolio of evidence as individuals progress through their career.
- **Meets the development needs of individuals** - modular learning provides routes for individuals to take modules in a sequence that suits the needs of their current role and which reflects their existing knowledge and skills.
- **Supports the individual learning journey** - facilitative assessment feedback helps to provide structure for on-going learning activities such as coaching and peer reviews.
- **Transfers to other professional qualifications** - awarded QCF credits (Qualifications Credit Framework) are ideal for topping up on continuing professional development (CPD) and can be used to apply for other post graduate qualifications such as Diplomas and Degree programmes.

The qualifications are offered in modules that are appropriate for both change professionals and strategic managers. They work well to evidence Investors in People and can be used to deliver consistency of approach across the tiers of an organisation.

C4CM™ qualifications in context:



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.

competence; at least as much as finance, HR, marketing, sales, operations, or IT. So we advocate a senior manager who is accountable for successful change as a member of every senior management board - a Chief Change Officer or Director for Change. [read the article](#)

## Do you need a Change Manager?



A couple of recent experiences, training and consulting, have tested our assumption that a change manager (or change team) is needed to deliver a successful change. [read the article](#)

## Accredited partners

### Aspire Europe experiences continued growth

"The business benefits for Aspire in providing C4CM™ accredited qualifications are their flexibility and ability to demonstrate value to our customers." states Rod Sowden, MD, Aspire Europe.

Aspire are a forwarding thinking training partner who



understand the value of supporting clients to address the bigger change picture.

Continued growth for Aspire has been driven by a decision to develop strong partnerships with peer organisations, this has resulted in Aspire securing many high profile engagements including the appointment by the National Audit Office to review the London 2012 Olympics. For more on how Aspire partner with C4CM™ [visit their website](#).

C4CM™ is a Trade Mark of the Centre for Change Management Limited  
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