

# Change Analyst Certification

## Why the certification is relevant

With both the markets changing, increased customer demands, regular product modifications, service renovation as well as digital transformation, change is a constant factor that is happening both inside and outside of your organisation, whether you realise it or not. Every day, new initiatives and projects are launched to meet value expectations, improve performance, align, unify, optimise, decrease cost, increase profits, and enhance your competitive advantage.

Research has revealed that close to 95% of any innovation or transformation programs or projects fail. This is confirmed by the 9 out of 10 IT program or project failure to deliver on promise. Why are the numbers so high, and how can that be?

We have identified that there is a common denominator for success in such programs/projects in achieving the intended outcomes of your initiatives; **people!**

## Focus of the Change Analyst

The Change Analyst Program focuses on helping people change how they do their jobs, allowing you to capture the adoption contribution and the people-dependent portion of the value creation. The Change Analyst Program is aimed at producing outcomes and results, and requires a different kind of thinking and new cross-functional disciplines.

## Theories Practitioners will learn

- Plan communication strategies
- Respond faster to customer demands
- Align existing resources
- Organisational effectiveness and efficiency
- Anticipate challenges and respond

## What Practitioners will work with in Practice

- Assess the overall impact of change
- Reduce time for change
- Employee performance increase
- Increased customer service
- Lowers the risks associated with change

## Modelling capabilities Practitioners will gain

- Change management models
- Leadership and team development
- Minimise resistance to change
- Improve morale, productivity and quality
- Planned approach to change

## Enterprise Standards used

OMG (software standards):

- BPMN – Business Process Modelling Notations
- CMMN – Case Management Modelling Notations
- DMN – Decision Modelling Notations

LEADIng Practice (Enterprise Standards):

- Emerging & Disruptive Change Forces & Trends
- Change Ontology
- Change Taxonomy
- Change Classification & Categorisation
- Change Artefacts
- Change Modelling
- Change Lifecycle

Open Group Business Architecture

Zachman Framework (Interrogatives)