The Human Capital Institute's Change Management for HR (CMHR) Certification Course

Guide people through change to accelerate business success
Hello there

You’ve considered embarking on an exciting journey to strengthen your professional status and career trajectory. The choice to obtain professional certification and/or further credentials in the subject matter area that you choose to specialise in, puts a powerful tool, right in your hands.

It will bring you competitive edge, career progression and market opportunity.

This brochure will provide further information about the course of your choice. There is a wide selection of other courses on our website, a selection that is constantly added and improved upon. Feel free to email or call us if you need help with anything.

We welcome the chance to be part of your journey.

Sincerely

Rowena Morais
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Two Day Course

Most organisations turn to HR to help support and manage change, no matter the size or complexity involved. They know people are the key to success, and change is hard for most. Change Management for HR (CMHR), HCI's newest certification course, is designed to build the skills you need to guide people through change: aligning change initiatives with business strategy, communicating effectively, addressing resistance and encouraging sustainability.

Coping with Change

Organisations that do not embrace change risk losing relevance, market share, and long-term viability. Yet, perpetually modifying strategies, processes, and/or policies comes at a cost — change fatigue. Constant disruptions in the status quo can contribute to decreased engagement and productivity, and uncertainty.

Most organisations turn to HR to help support and manage change, no matter the size or complexity involved. They know people are the key to success, and change is hard for most. In fact, more than 80% of professionals agree their organizations are in a constant state of change, but only 29% say major change initiatives are well-received.

HCI’s approach to change management emphasises people over process.

HCI’s Change Management for HR Certification Course
The Role of HR in Change Management
As an HR professional, you must guide individuals and teams through change in a way that supports the strategic partnership between HR and the business and engages and inspires key stakeholders. HCI’s newest two-day certification program is designed to build the skills necessary to align change initiatives with business strategy, communicate effectively, address resistance, and encourage sustainability.

HCI’s Approach to Change Management
Our innovative Change Management for HR (CMHR) certification program focuses on identifying and building the capabilities people need to navigate change successfully, rather than the tactical processes that underlie change initiatives. The principles learned in CMHR can be applied effectively in any organization, regardless of company size, industry, or change model(s) already in use.

To lead people through change, HCI research has identified three key roles that HR must play:

**The Architect** uses design thinking to construct and experiment with change, and makes sure resources and key players are secured.

**The Broadcaster** communicates the change with stories and data, opens dialogue between all parties, and emotionally connects people to the intention behind the work.

**The Coach** addresses personal resistance to change and holds people accountable for doing their part, while rewarding achievements along the way.
After completing the CMHR certification program, you will be able to:

- Explain HR’s role in change management;
- Describe how the partnership between business and HR can lead to success;
- Distinguish among the three different roles that HR can play and when each is necessary;
- Consider how to use these roles in your own organisation;
- Develop an action plan for the next change initiative;
- Use checklists and tools to implement the change initiative.
We aspire to be the first choice for HR professionals and organizations who have decided to accelerate their journey from traditional, tactical specialists to strategic, high-impact business partners.

Courses incorporate the most current thought leadership, best practices, original research and new ideas into a continuously evolving, highly collaborative learning experience.

The Foundation

All HCI courses are built on a foundation of:
- Substantive and contemporary content, consistent with business school standards;
- Practical and actionable concepts, presented in case format;
- Active involvement, engagement and participation;
- Real world practices that require application of the material;
- Use of best media and methods across learning styles;
- Highest quality instructors in both subject matter and pedagogy; and
- An objective emphasis on measurably improving business performance.

Learning Fundamentals

- Optimised blended learning environment;
- Grounded in original research;
- Designed and taught by senior academics and executives;
- Highly interactive, case-based and collaborative;
- Continually updated with new content, tools and information;
- Practical, effective and focused on measurable business results; and
- Supported by deep informal learning resources.
TOPICS AND TAKEAWAYS

Introduction
- The role of change in organisations; stats around change, change success, etc.;
- Change management: what it is, why it’s important;
- Guiding change through people, not pushing people through change;
- Partnership between HR and the business;
- Overview of HR’s change management roles.

The Broadcaster – Communicating the Right Information in the Right Way
- Overview of Broadcaster role;
- Why communication is important;
- Communicating the vision (purpose, goals of change) with storytelling;
- Communicating reasons for the change;
- Communicating details about the change;
- Communicating about the impact on employees;
- Communicating progress;
- Using the right framing for each message.

The Architect – Designing Change Initiatives
- Overview of Architect role;
- Overview of human-centered design (HCD);
- Using HCD for a change initiative;
- Using nudges in change design.

The Broadcaster – Building a Strategic Communication Plan
- Importance of being strategic and planful;
- Audience considerations;
- Timing of messages;
- Communication channels/ methods;
- Choosing the right senders;
- Emotional resonance.

The Architect – Partnering with the Business
- Obtaining buy-in and sponsorship;
- Identifying and involving stakeholders;
- Creating the change management team;
- Establishing decision-making authority.

The Coach – Understanding and Addressing Reactions To Change
- Overview of Coach role;
- Different ways people react to change;
- Understanding resistance;
- Addressing resistance and barriers.

The Architect – Setting up Change Initiatives for Success
- Assessing change readiness;
- Identifying and addressing organisational barriers to change;
- Planning for and evaluating sustainability.
The Coach – Maximising Employees’ Capabilities
- Identifying training needs;
- Creating a training plan;
- Building confidence;
- Developing a growth mindset.

The Coach – Keeping Employees Engaged Through Change
- Importance of keeping employees engaged;
- Building team cohesion;
- Encouraging resilience;
- Reinforcement (rewards, recognition);
- Creating a network of coaches (managers, super users, ambassadors).

Conclusion
- Wrap-up/Summary;
- Action Planning;
- Certification test.

UPDATE FOR COURSE DELIVERY WITHIN MALAYSIA

This programme is approved under the HRDF SBL-Khas scheme. As a certification programme, employers are advised to tick “certification” when submitting claims to ensure it is approved based on the quote they received.

Subject to relevant terms issued by HRDF (Human Resource Development Fund).
The CMHR curriculum is designed for functional leaders, people leaders, and individual contributors seeking to advance their careers by elevating personal proficiencies, establishing HR as a partner to the business, and designing change initiatives that support engagement and organizational growth.

This certification program is particularly suited for HR professionals at organisations currently undergoing or preparing for significant change:

- Mergers or acquisitions;
- Leadership changes;
- Department restructure;
- Team or function reorganisation;
- New technology platform or programme implementation.

**Sample titles include:**

- Senior HR Business Partner;
- Transformation Director;
- Talent Development Director;
- HR Generalist;
- HR Director;
- Organisational Change Director;
- L&D Director.
Why HCI?

AUDIENCE PROFILE

- 195,000 HCI members worldwide;
- 18% in emerging markets;
- 96% of the Fortune 500;
- 77% of the Inc 500;
- 52,000 mid-sized firms;
- 726 colleges & universities;
- all major federal agencies and all branches of the military.

HCI At a Glance

The Human Capital Institute provides solutions that advance the practice of human capital and strategic talent management. A global clearinghouse and catalyst for new ideas and next practices, HCI is a resource for the most progressive organisations and executives in the world.

Online Talent Communities

- world’s largest aggregator of open source news, information and research at the intersection of human capital and business strategy.
- access to over 100,000 articles, white papers and case studies;
- digital library of over 1,800 webcasts, podcasts and videos;
- daily feed of over 200 expert blogs.

HCI Alumni

Since 2005, more than 20,000 progressive talent leaders have taken an HCI education course. As a participant, you will receive complimentary Community Membership with HCI.

Sample HCI Alumni

Microsoft, Google, Cisco, Coca-Cola, Walgreens, Starbucks, Intel, HP, Macy’s, Williams-Sonoma, Amazon, Adobe, Stanford School of Medicine, IBM, US Cellular, Booz Allen Hamilton, AT&T, Verizon, Kaiser Permanente, Comcast, Scripps.
THE EXAM
- Multiple choice exam;
- Exam must be taken within six months of course completion – no extension of time given;
- Exam consists of between 40-60 questions depending on which course is taken;
- Pass score of 75%;
- Up to three attempts provided to take the exam.

CERTIFICATION
In order to receive your certification you must pass a test receiving a score of 75% or higher.

RE-CERTIFICATION
- Each certification is valid for 3 year period;
- Renewal is based on continuing education credits that demonstrate currency in the field;
- Credits may be earned by attending HCI learning events, completing additional courses or through outside educational activities;
- The accumulation of 60 credits extends the certification for three additional years.

CREDITS
1. Approved for 13.5 General recertification credit hours towards PHR®, SPHR® and GPHR® recertification through the HR Certification Institute;
2. SHRM has pre-approved this certification for 13.5 Professional Development Credits (PDCs) toward SHRM-CP℠ or SHRM-SCP℠ certifications. The Human Capital Institute is recognised by SHRM to offer Professional Development Credits (PDCs) for courses named above.

Supports HRCI and SHRM recertification.
Cited by CIPD as one of the top five HR thinkers in the MENA region, Ron Thomas MHCS SWP GHCS is Managing Director at Strategy Focused Group - MENA based in Dubai.

Ron was formerly CEO, Great Place to Work Gulf and the former CHRO for the RGTS Group in Riyadh, Saudi Arabia. A senior faculty member of the Human Capital Institute (HCI), he holds HCI certification as a Master Human Capital Strategist (MHCS) and Strategic Workforce Planner (SWP).

He has held senior level positions within Xerox HR Services, IBM and Martha Stewart Living. Board memberships include the Harvard Business Review Advisory Council, McKinsey Quarterly Executive Online Panel and HCI’s Expert Advisory Council on Talent Management Strategy.


A sought after keynote speaker, he was recently named one of the “50 Most Talented Global HR Leaders in Asia” by the World HRD Congress.
Abdulhussain Tejani is the Managing Director of People Matter DWC LLC based in Dubai. He is also a senior faculty member of HCI, covering the MENA, Africa, and South Asia regions.

A former VP of GEMS Education, as well as HR Director of Merck for the MENA region and eventually the Learning and Development Director at Merck for EEMEA, Abdulhussain brings to the table 24 years of corporate experience. According to his peers and colleagues, Abdulhussain is admired for his ability to operate at a senior level and yet not lose touch with the front line. A compassionate, empathetic, and professional executive with a common touch, it was this that led him to be recognised and receive the Outstanding Leadership Award for Global HR Excellence from the World HRD Congress.

His exposure across Europe, Asia, Africa, and North America lends to his ability to be culturally aware and adapt to a world that is evolving and changing rapidly. He counts among his experiences amazing companies like BP, Standard Chartered Bank, TNS, Merck, and GEMS Education.

Apart from being a speaker on the HR Circuit and an HR consultant, Abdulhussain involves himself in a lot of pro bono work with young adults in offering career guidance as well as training them in life skills to prepare them for the real world.

A core family man and a passionate reader with an inner desire to help people grow and develop is how he describes himself.
Important Note
1. This course is brought to you in partnership with The Human Capital Institute.
2. Terms and conditions apply. Please visit Vertical Distinct for the full terms.

Prerequisites
None applicable.

Inclusives
A meal and light refreshments will be provided at this course. This price is inclusive of the cost of taking the exam.

Locations
Geographies covered:
Asia Pacific | Africa | Europe
Complete and updated list of all cities and dates are available on www.verticaldistinct.com

Faculty
The course is delivered by a single approved faculty member. Faculty are assigned to teach classes in any number of locations. Changes to the schedule may arise from time to time and may result in changes to assigned faculty.
From 2019 onwards, offering classes in major cities across Australia
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