How to stand up a CMO/CoE
Prosci Webinars

Why create a CMO/CoE?

TIP: Leverage context, problems and language to create your compelling case for a CMO/CoE

Remember, a CMO/CoE is only one aspect of building organizational change management capability

What does it do?

TIP: Be specific about your CMO/CoE responsibilities and capture in a formal charter

Own and maintin the CM methodology

Own and maintin the CM tools

Provide consultative support to project teams

Provide CM resources on specific projects

Maintain a change management community

Own the change management curriculum

Provide coaching to sponsors

Track change management progress on projects

Provide coaching to manager/supervisors

Track and manage the change portfolio

How does it look?

Centralized ------------ Decentralized

Cultural leaning

Geographic distribution

Where is the sponsorship

Need for standardization/flexibility

Common/varied maturities

Where are CM resources coming from

What already works here

Other?

Size:

Where does it live?

PMO, HR, IT, Strategy, Ops, OD

Cross-organizational Reach

Access to Projects/Change (Early)

Alignment with Purpose

Reputation, Credibility, Respect

Aligned with Direction and Culture

Proximity to Executives

Preferred location:

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Keys to success	Your action steps
(1) Engage sponsor	
(2) Define measurable goals	
(3) Clarify roles	
(4) Specify relationships	
(5) Manage it as a change	

Prosci Support

Strategic Alignment Workshop	CMO/CoE Advisory Support	ECM Boot Camp
2-day facilitated workshop with your key team members	Monthly/Quarterly Virtual/Onsite	1-day program for deployment leaders

solutions@prosci.com

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