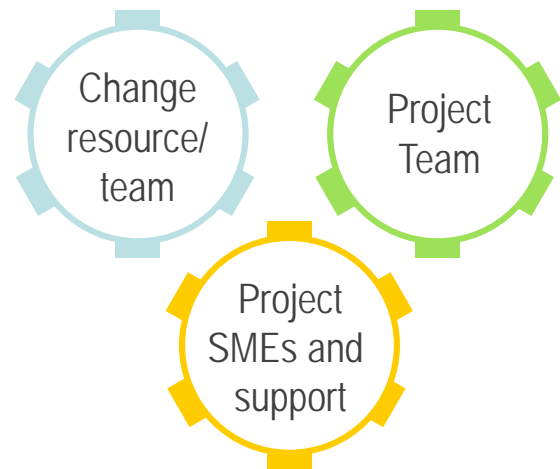
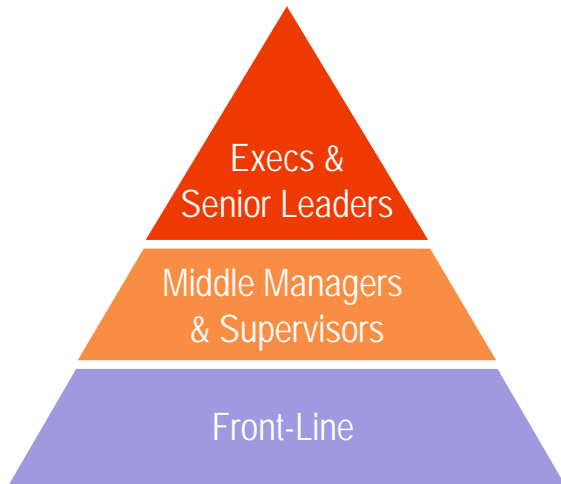


# Prosci: Roles in Change Management webinar

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Deliver expected change results and outcomes by supporting successful individual transitions with a holistic system fulfilling their role in change management.



## Employee facing roles

### Execs & Senior Leaders

Active and visible participation  
 Build a coalition  
 Communicate directly  
**#1 contributor to success**

### Middle Managers & Supervisors

Communicator  
 Liaison  
 Advocate  
 Resistance Manager  
 Coach

### Front-Line

Embrace  
 Adopt  
 Use (proficiently)

*Bring the change to life  
 in their jobs*

## Enabling roles

### Change resource/team

Apply methodology  
 Formulate strategy  
 Develop plans  
 Enable others

### Project Team

Design “the change”  
 Manage “technical side”  
 Engage with change management  
 Integrate change management

### Project SMEs and Support

Experience  
 Knowledge  
 Tools  
 Expertise

Email [solutions@prosci.com](mailto:solutions@prosci.com) to learn about Prosci’s role-based solutions and support in building individual competencies and organizational capability