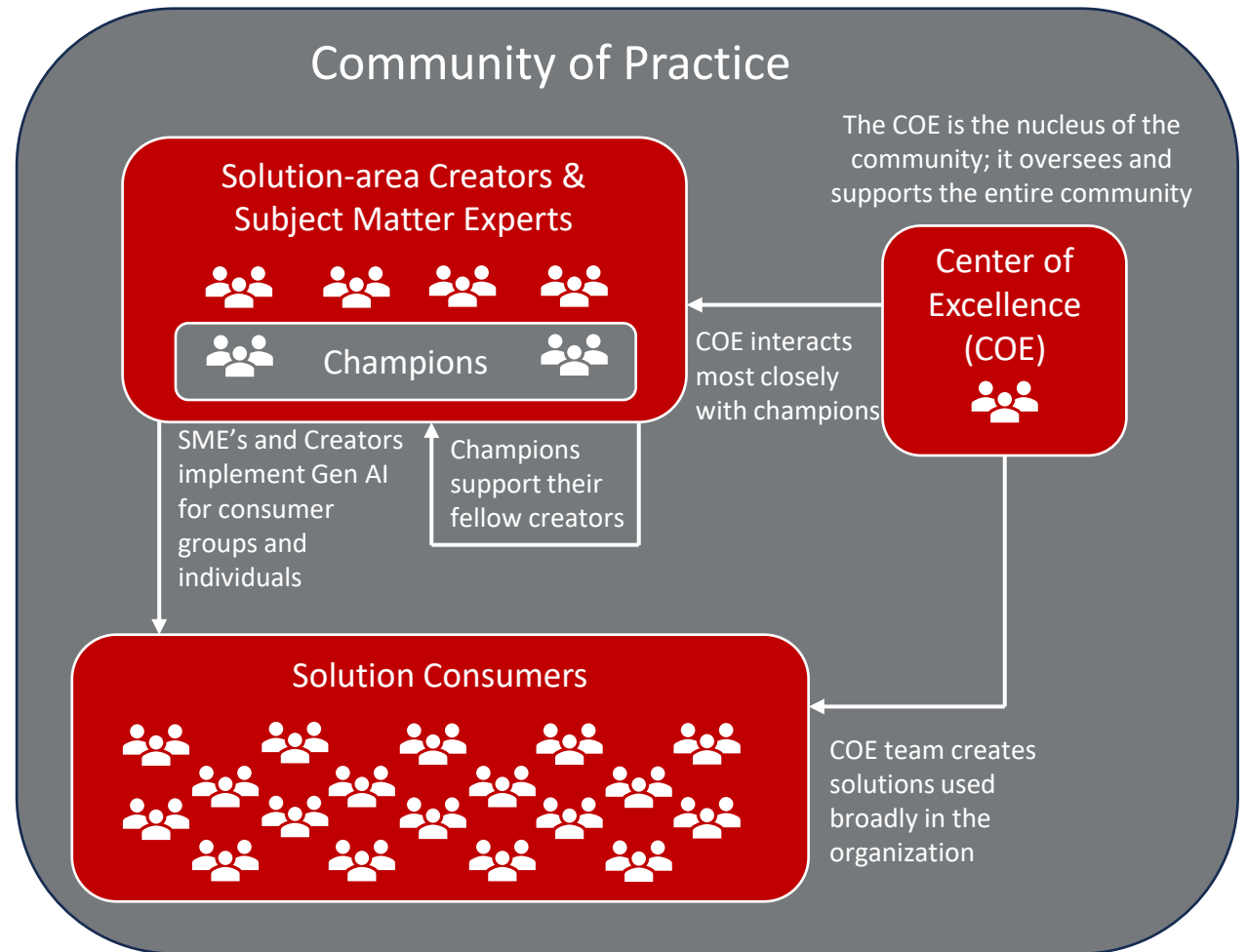


## What is a COE and COP?

- **COP:** the community of users, supported by the COE as well as through knowledge sharing with other community members
- **COE:** a centralized center of expertise and supports the community of practice
  - Creates guidelines, templates, and best practices
  - Provides training for consumers
  - Curates instructional content (user guides, process & job aids, video walk-throughs)
- **Goals:** Drive meaningful organizational change throughout the organization through a structured approach that combines project management and change management

# Flow of a Community of Practice



What will you  
gain from this  
workshop?

- A complete understanding of how a COE and COP can benefit both:
  - Stakeholders by providing standardization, streamlining operations, and reducing overhead
  - End users through accessible education and consistency via standardization
- Knowledge of the different types of COE's and which would yield the most benefits for your business
- Knowledge of the different roles in a COE, and who would fill each role best in your business
- A roadmap laying out the steps to create a successful COE and COP

# Looking for Additional Topics?

We offer a robust set of half-day workshops to help any organization looking to drive a modernization change. Whether you are deploying Power BI or Fabric across the organization, updating your CRM, or establishing Generative AI solutions in key business functions, we can help! Contact us to learn more about volume-based discounts.

- 1. Kickoff and Introduction to Change Management:** Defining change management and the scope of change management functions. An overview of the roles and responsibilities that drive meaningful change.
- 2. Navigating Digital Transformation: Change Management Strategies for Modernization:** In an introduction exploring how organizations can effectively manage change during digital transformation initiatives. We will discuss best practices for aligning people, processes, and technology to achieve successful modernization.
- 3. Building a Change-Ready Culture: Key Principles and Case Studies:** We dive into the importance of fostering a culture that embraces change, as we share real-world examples of organizations that have successfully cultivated change readiness.
- 4. Stakeholder Engagement and Communication Strategies:** Highlights the critical role of stakeholders in modernization projects. We will also provide practical tips for engaging stakeholders, managing expectations, and delivering effective communication.
- 5. The Importance & Role of an Executive Sponsor:** What is an executive sponsor, and why do you need one? We'll discuss the role an executive sponsor plays in the adoption of modernization efforts and how you can set them up for success.
- 6. Instructional Content & Guided Experimentation Approaches:** Instructional content can come in many forms – documented walkthroughs and guides, videos, live and recorded training sessions, and LMS courses. We'll discuss the importance of just-in-time training and factors to consider when building the skills required to adopt to your modernization efforts.
- 7. Change Leadership: Empowering Managers and Leaders:** People Managers and leaders within your organization will have a major impact on the success of your modernization efforts. We provide strategies to equip leaders with the skills needed to guide their teams through technological changes.
- 8. "User Adoption: From Resistance to Enthusiasm":** We will discuss common challenges related to user adoption during technical implementations and share strategies for overcoming resistance and fostering enthusiasm among end-users.
- 9. Measuring Change Success: KPIs and Metrics:** Let's explore the concept of "One Metric" and key performance indicators (KPIs) to assess the impact of change management efforts, and how to define your "why" behind the change.
- 10. Agile Change Management: Adapting to Rapid Technological Shifts:** Understand how agile principles can enhance change management in a dynamic environment. Learn how to iterate and adjust change strategies as technology evolves.

# Pricing & Next Steps

## Pricing:

- \*In-person half-day event: \$3,750
  - Capacity: up to 20 attendees
- Virtual half-day event: \$2,500
  - Capacity: up to 30 attendees

\*In-person events held on your campus. For in-person events off-campus, please contact us for pricing.

## How to get started:

- Contact us at [cmsales@ilink-systems.com](mailto:cmsales@ilink-systems.com)