



Master of Change Management & Coaching (MCMC) Designation Class

CHANGE MANAGEMENT FRAMEWORKS:

A deep dive into all the change management critical bodies of knowledge and methodologies

THE CHANGE MASTER'S TOOLKIT:

A compendium of the most impactful tools and techniques in enabling and sustaining positive change

STAGING AND INTEGRATING MULTI-LEVEL CHANGE:

Creating traction and progress concurrently at the enterprise, unit and individual levels

MANAGING TRANSITIONS:

How to effectively navigate the organization and advance people through periods of transition

PROPERLY CALIBRATING THE CHANGE AGENDA:

Crafting the change program and approach to best fit the particular dimensions of the required change

ON BECOMING A MASTERFUL CHANGE AGENT:

Gaining and applying credibility, respect and status in generating new ideas and inspiring change

CHANGE WITHOUT END:

Transforming change management from an event or project orientation to an ongoing mindset and bias throughout the organization; Change mastery and agility as a source of competitive advantage

MASTERFUL COACHING:

Unlocking people's potential to achieve higher levels of performance, collaborative behavior and creativity; Enabling people to become the next better version of themselves

Successfully leading, facilitating, managing and navigating the enterprise, work units, and individuals through significant changes and transitions to continually achieve and sustain ever higher levels of performance



Professional Recognition for Business Leaders and Professionals

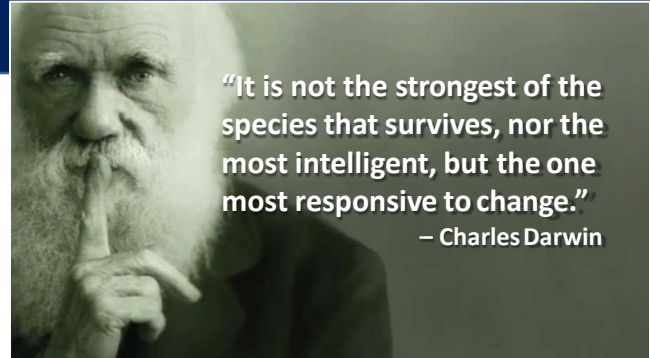
Earn your MCMC Designation by mastering the critical change management frameworks, tools and techniques while learning and applying the very best coaching practices and disciplines

Change Management: The essential and enduring core capability underpinning all aspects of performance improvement and business innovation

Everything depends on one vital capability

Every project. Every initiative. Every strategy. Every team and work unit. Every individual. So much depends on the ability to change. The will to change. The leadership of change.

The management of change. Change in all its forms and at all levels. While change management has always been important – the disruptive forces and shifting demographics that are sweeping across the insurance industry has further elevated change mastery as an absolute essential core competency. The Master of Change Management & Coaching (MCMC) program includes a deep dive into all the various change management frameworks, bodies of knowledge, tools and techniques. It combines these deep insights with extensive training in coaching skills and a focus on assisting people through transitions; not only changing behaviors and work practices but to also bring out the very best in people and help ensure their success in the new order of things. It is this unique and powerful combination of the technical content of change management with learning the art and skill of coaching that makes the MCMC program so impactful and of immediate benefit. Participants not only emerge as effective change leaders and coaches they also are transformed by this potent professional development experience; enabling them to understand people and themselves at a profound level. They emerge as talented agents of change. They emerge energized with new understandings, ideas and powerful skills in staging and sustaining positive change.



"It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change."

– Charles Darwin



"Organizations need employees who understand that change is the norm and are prepared to learn continuously."

— Beverly Goldberg



"We cannot become what we need to be by remaining what we are." - Max De Pree

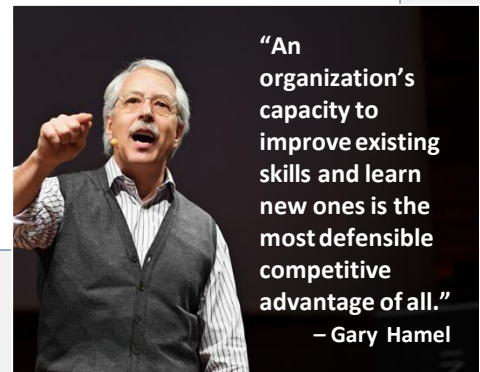
Transforming Change Management: From a Focus on Coping to Creating – From Complying to Championing

An Extraordinary Professional Development Program for Extraordinary Times

These are forever disruptive times for the Insurance Industry. This insurance industry context is like none that have come before. It is a broad and deep displacement in what was previously deemed as acceptable performance within our industry. In the past one industry development needed consideration. But today there is a convergence of tectonic shifts in people, technologies, processes and markets that when taken in the aggregate is disrupting and redefining what it will take to be a winning enterprise in the rapidly emerging new insurance industry. It is challenging carriers. It is challenging carriers to change. To meaningfully innovate. It is challenging carriers to transform.

It is within this new era of discontinuity that we are increasingly aware that which has come before will not hold going forward. It is from this awakening that we also realize that the way we set about managing change must also change. For several compelling reasons. Current change management approaches have all too often treated change as an event or a process tied to a particular project or initiative. Within this construct change is viewed as having a start, middle and end. Change is finite. It stops. Then there is the well intentioned but misplaced emphasis on helping individuals cope or adapt to a particular change. The best one can hope for is overcoming resistance. Little wonder that the overwhelming number of change management efforts fall far short of what is possible. Or simply fail outright.

The Master of Change Management & Coaching (MCMC) program is conducted on company sites thereby enabling an insurance organization to realize the benefits of having a larger number of concurrent participants gain respective knowledge and skills at far lower tuition expense. Tuition is a function of the number of attendees: \$3,200 for 10-14, \$2,850 for 15-20 and \$2,275 for 21+. To explore conducting the MCMC Program on your site please contact Paul James, Dean of Curricula at the CIOP Institute: pjames@ciopdesignation.com or by calling the CIOP Institute at 866.930.CIOP(2467)



"An organization's capacity to improve existing skills and learn new ones is the most defensible competitive advantage of all."

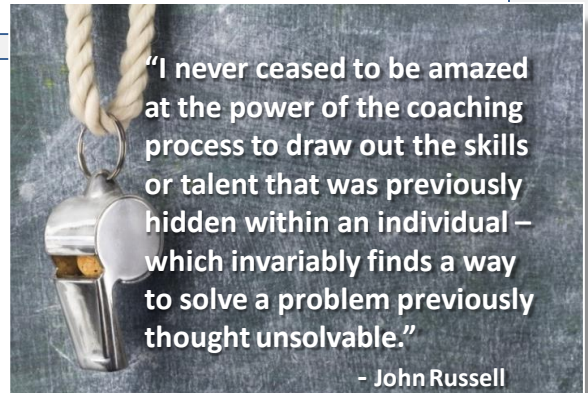
– Gary Hamel

Insightful Frameworks and Powerful New Tools to Innovate, Shape and Drive Change ...While Inspiring Others to Achieve Greater Results

What is essential going forward is mastery of a continuous, rigorous and more contemporary change management process. A process that fosters contributions to change throughout the organization. A process that replaces the past emphasis of coping or complying to a focus on creating and contributing. From a focus on dismantling the old to innovatively designing and building the new. From a highly structured approach to a more nimble and enduring set of change techniques and tools that are continuously calibrated to quickly achieve and sustain the desired change and harvest its benefits. From a focus on going merely from point A to point B to an ongoing and relentless unlocking of everyone's true potential to achieve ever higher levels of performance. From reacting to present events to proactively inventing the future.

The Master of Change Management and Coaching (MCMC) Designation program is a deeply immersive learning experience.

The approach is multidimensional and multifaceted. It is built on a foundation and an enduring belief that change is not an event but is continuous. That change is pervasive. That effective change occurs and must be staged daily at the enterprise, team, project and individual levels. The MCMC program is dedicated to enabling participants to not only manage change but to shape, initiate, influence and drive change. To think expansively. To see through an enlivened and knowledgeable perspective in gaining new insights into today's challenges. To understand and harness the disruptive forces that are sweeping across the insurance industry and the rapidly changing society it serves. To help condition attendees to masterfully question traditional ways of working. To stop making their organization better at the status quo by removing the barriers that hinder real progress and inhibit advancing the firm and each employee to a far better place in a much different future.



"I never ceased to be amazed at the power of the coaching process to draw out the skills or talent that was previously hidden within an individual – which invariably finds a way to solve a problem previously thought unsolvable."

- John Russell

The MCMC Class is highly interactive. Attendees learn and integrate contemporary and agile change management techniques and disciplines – and combine this knowledge with newly learned coaching principles and best practices. The result is a powerful set of skills that can be immediately applied to the benefit of their organizations; Generating positive traction, speed and certainty of impact. The class is intentionally kept small to foster a robust and particularly engaging learning experience.



"A critic sees your weaknesses and attacks your worse self. A cheerleader sees only your strengths. But a coach sees your potential and helps you become a better version of yourself. "

- Adam Grant

A Profound Professional Development Experience

The MCMC curriculum conveys a deep understanding of the essential change management frameworks and coaching techniques. From the very first moment of the very first day of the MCMC class participants are exposed to the powerful ideas and practices that constitute change mastery. Advanced change management and coaching concepts and applications are covered through highly engaging and interactive tutorials. The topical content is brought to life throughout the conference by hard hitting case studies that enable participants to think creatively in adapting and applying their new learnings. Fresh ideas are vetted and explored as the older traditional event focused change management process is replaced with a far more powerful, agile, innovative and continuous approach to integrating change acumen and coaching know-how. The conference is charged with lively discussion and new possibilities. The resulting knowledge and skills are both profound and pragmatic and deliver a highly impactful professional development experience. An impact that lasts a lifetime. The MCMC Designation creates this profound professional development experience through a concise four step process:



APPLY: Each candidate completes and submits a MCMC Registration Form as contained in this brochure – or the applicant contacts the CIOP Institute directly at 866.930.2467 to register by phone



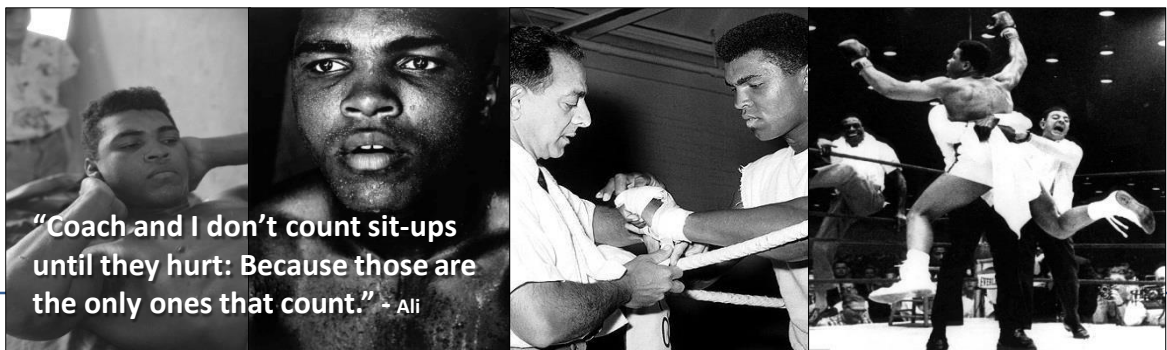
PREP: 30 days prior to the MCMC Designation Class candidates are provided a preparation package containing relevant thought leadership articles and other reference material, along with detailed virtual distance learning instructions, to begin conditioning new ways of thinking, new learnings and create new compelling possibilities. Textbooks are mailed to attendees two weeks prior to the program



ENGAGE: Candidates participate in the two and a half day MCMC Conference that presents the change management and coaching bodies of knowledge, concepts, tools, and techniques for successfully initiating, shaping, and continuously managing change and innovation



CONFERMENT: Completion of the MCMC Class results in the awarding of the Master of Change Management and Coach Designation. The senior leadership of each candidate's sponsoring firm are advised of their candidate's success in attaining the MCMC Designation. An all-points insurance industry press release is distributed announcing the professional achievement of the new MCMC Designees. The graduates receive their MCMC diplomas



Gaining Deep Insights for Immediate and Enduring Benefit, Innovation and Rapid Performance Improvement at all Levels

Who Should Participate: The Master of Change Management and Coaching (MCMC) professional designation program provides an optimal learning experience for leaders and professionals seeking to enhance their knowledge and skills in fostering change, innovation and creativity throughout their organization - while assisting others to better fulfill their true potential. The program is based on a passionate belief that it is not enough to interpret change but to invent it. That it is not enough to view change as a cookbook set of steps – but that change must be continuous and pervasive. It must be adaptive and agile. That the winners in the rapidly transforming insurance industry must be change masters. And that the successful leaders and managers who strive for change mastery must also master the principles and practices that distinguish great coaches. Most importantly the MCMC program is for those who rededicate themselves each day to take their organization, those around them and themselves to a higher, often different, level of capability, set of behaviors and performance. It is for those, regardless of functional discipline, who seek a uniquely rewarding professional development experience that makes them better equipped in their current position while preparing them for the wider levels of influence and responsibilities they aspire to.

“A coach is someone who gets you to do what you don’t want to do so you can be who you want to be.” – Tom Landry



The MCMC Conference is immersive and experiential by design: Class seating is intentionally limited to support rapid learning and high engagement. Potential attendees are reminded that the MCMC designation program is an intense development experience specifically designed for insurance professionals and leaders. Each topic is presented in a deep and thorough manner. There are no high-level superficial presentations. No vendor showcases. No hype. Just compelling content conveyed in a way that enables accelerated learning and application. This is graduate level instruction and professional development at its finest.



“The only way to make sense out of change is to plunge into it, move with it, and join the dance.” – Alan Watts