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**CM Program in-a-box: Optimization**

Change management Activity Tracker

**VERSION 1**

**Date:** October 2024

Change management activity tracker – CM Program in-a-box: Optimization

***Remove before sending***

**How to use this tool:** This planning tool allows you to establish which change management activities you will be tracking during your project. Tactical effectiveness should be measured after each activity, to ensure it has met its objective and target. If the activity does not meet its target, use the Possible corrective actions column to make improvements. Use the feedback and data gathered to enhance future iterations of the activities.

**Objective:** The information gathered with this tool can help demonstrate the effectiveness of your change management program, the return on investment (ROI) and the overall value of the program.

**Target audience for this document:** The project’s change manager.

**When to use**: From the planning phase of the project until post-occupancy.

The **French version** of this document is available here: FR version.

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# Change management activity tracker

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| **Change management activity** | **Strategy objective** | **Indicators** | **Target** | **Result** | **Data collection** | | **Possible corrective actions** |
| **Responsibility** | **Frequency** |
| Leadership engagement session | Engage | # of participants  # of questions received  # of feedback received |  |  | Change manager | During and after every event |  |
| Managers engagement session | Engage | # of participants  # of questions received  # of feedback received |  |  | Change manager | During and after every event |  |
| Employee townhall | Engage | # of participants  # of questions received  # of feedback received | [EXAMPLE: 60 % participation rate.] |  | Change manager | During and after every event |  |
| Web page | Equip | # of clicks  # of visitors  # of recurrent visitors |  |  | Communications team/Change manager | Every two weeks |  |
| Newsletter | Inform | % of opened/read email communications |  |  | Communications team/Change manager | One week after sending |  |
| Community Norms in action Workshop | Engage | # of participants  # of questions received |  |  | Change manager | During and after every event |  |

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| **Change management activity** | **Strategy objective** | **Indicators** | **Target** | **Result** | **Data collection** | | **Possible corrective actions** |
| **Responsibility** | **Frequency** |
| Pre-launch Q&A session | Inform | # of participants  # of questions received  # of feedback received |  |  | Change manager | During and after every event |  |
| Launch week | Equip | # of participants  # of participants to the in-person tours  # of feedback received |  |  | Change manager | During and after every event |  |
| Employee experience survey | Reinforce | # of respondents to the survey |  |  | Change manager | After the closing of the survey |  |
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