YOUR  
LOGO

**COMPANY NAME**

CHANGE-MANAGEMENT PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to lead your organizational change-management initiative. We specialize in helping businesses navigate transformation successfully by supporting leaders and employees through the change process.  
  
This proposal outlines our customized approach for implementing change management at [Client Name].

# Project Objectives

The primary goals are:  
  
- Enable successful adoption of changes (e.g., systems, structures, processes)  
- Minimize resistance and disruption during transition  
- Support leadership and communication efforts  
- Build long-term change capability across teams

# Proposed Services

Our change-management services include:  
  
- Stakeholder analysis and change impact assessment  
- Change readiness evaluation  
- Development of change strategy and communication plan  
- Training and support for change champions  
- Ongoing monitoring, feedback, and adjustment

# Scope of Work

Scope includes:  
  
- Discovery sessions with leadership and key stakeholders  
- Change impact mapping and readiness survey  
- Development of tailored change plan and support materials  
- Coaching for managers and internal champions  
- Post-implementation review and knowledge transfer

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Discovery & Planning | Engage stakeholders and assess readiness | [Start Date] |
| Strategy Development | Build change roadmap and communications | [Date] |
| Execution Support | Train champions and implement tools | [Date] |
| Sustainment & Handoff | Track success and transition to internal team | [Completion Date] |

# Pricing

Estimated cost breakdown for change-management consulting services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Assessment | Evaluate change needs and stakeholder readiness | [Amount] |
| Strategy Design | Develop change plans and messaging | [Amount] |
| Implementation Support | Coach leaders and facilitate execution | [Amount] |
| Monitoring & Reporting | Track progress and deliver final report | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a people-focused consultancy that drives business results through effective change management.  
  
- Experience: [X] years helping organizations navigate transformation  
- Expertise: Organizational change, communications, stakeholder alignment  
- Mission: To make change easier, clearer, and more successful—for everyone involved

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: ERP implementation change management for a logistics company  
- Outcome: High user adoption, reduced implementation time, and sustained process compliance  
  
Testimonial:  
“[Your Company Name] made a complex transition manageable and human. Their structured approach helped us bring everyone along the journey.” — [Client Contact]

# Terms and Conditions

Payment Terms: 50% upon project start, 50% upon delivery of final report.  
Service Scope: Includes discovery, strategy, training, and post-support.  
Client Responsibilities: Provide access to staff, systems, and leadership.  
Adjustments: Scope or timeline changes must be mutually agreed in writing.

# Acceptance

To approve this change-management proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_