YOUR  
LOGO

**COMPANY NAME**

CHANGE MANAGEMENT PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for your change management initiative. We support organizations through periods of transformation, helping teams adapt to new processes, systems, and structures.  
  
This proposal outlines how we will assist [Client Name] in successfully managing change with clarity, structure, and employee engagement.

# Problem or Opportunity

[Client Name] is undergoing or planning a significant change—such as restructuring, digital transformation, or new leadership—and seeks support in minimizing disruption, maintaining morale, and achieving adoption.

# Proposed Solution

We propose a structured change management plan that includes stakeholder alignment, communication strategy, training, and implementation support.  
  
Key Benefits:  
- Reduced resistance and increased buy-in  
- Faster adoption of new initiatives  
- Sustained performance during transitions

# Scope of Work

Our change management services include:  
  
- Change readiness assessment  
- Stakeholder analysis and engagement  
- Communication strategy and content creation  
- Training design and delivery  
- Reinforcement planning and performance tracking

# Timeline

Proposed timeline for change management planning and execution:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Readiness Assessment | Evaluate change capacity and needs | [Start Date] |
| Strategy Development | Engagement and communication plan | [Date] |
| Training & Support | Deliver sessions and resources | [Date] |
| Sustainment & Review | Track adoption and provide follow-up | [Completion Date] |

# Pricing

Estimated pricing for change management services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Assessment & Planning | Readiness and stakeholder mapping | [Amount] |
| Communication Strategy | Messages and rollout materials | [Amount] |
| Training & Delivery | Sessions and support resources | [Amount] |
| Follow-up & Reporting | Track adoption and feedback | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a management consulting firm specializing in guiding organizations through strategic change.  
  
- Experience: [X] years leading change in various industries  
- Expertise: Organizational behavior, communications, training  
- Mission: To help businesses navigate change with confidence and clarity

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Organizational change during a technology rollout  
- Outcome: 95% tool adoption in 90 days and improved employee satisfaction  
  
Testimonial:  
“[Your Company Name] helped us turn a difficult change into an opportunity for growth.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% at project start, 50% upon final delivery.  
Confidentiality: All internal communications and assessments will be handled securely.  
Revisions: Includes one feedback round on communication and training materials.

# Acceptance

To begin the change management engagement, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_