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SAP C_OCM_2503 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"> Change Leadership: This section of the exam measures the skills of a Transformation Consultant and emphasizes the leadership skills required to champion change. It involves fostering commitment among stakeholders, guiding teams through transformation, and maintaining momentum throughout the change journey.
Topic 2	<ul style="list-style-type: none"> Change Communication: This section of the exam measures the skills of a Change Manager and focuses on the communication plans and methods necessary for successful change. It involves designing communication strategies that engage stakeholders, promote transparency, and address concerns during the transition.
Topic 3	<ul style="list-style-type: none"> Organizational Change Management Set-up: This section of the exam measures the skills of a Transformation Consultant and addresses the initial planning and structuring of change management activities. It focuses on preparing the organization, setting up governance structures, and identifying roles and responsibilities to drive change successfully.
Topic 4	<ul style="list-style-type: none"> Organizational Change Management Methodology: This section of the exam measures the skills of a Change Manager and covers the foundational principles and structured approach used in managing organizational change effectively. It highlights the importance of aligning change efforts with business goals while providing a framework for guiding transformation initiatives.
Topic 5	<ul style="list-style-type: none"> Change Strategy: This section of the exam measures the skills of a Change Manager and centers on formulating the right strategy for managing organizational change. It includes defining the direction, scope, and impact of change efforts while ensuring alignment with strategic business objectives.
Topic 6	<ul style="list-style-type: none"> Change Effectiveness: This section of the exam measures the skills of a Transformation Consultant and evaluates how well the change has been adopted and integrated into the organization. It involves tracking metrics, gathering feedback, and assessing outcomes to continuously improve the change approach.

SAP Certified Associate - Organizational Change Management Sample Questions (Q51-Q56):

NEW QUESTION # 51

What are typical topics covered by a change story for a cloud implementation? Note: There are 3 correct answers to this question.

- A. Risks and issues
- B. Training and enablement offerings
- C. Benefits and investments
- D. Key facts and figures
- E. Non-targets

Answer: A,C,D

NEW QUESTION # 52

The stakeholder analysis in a cloud project reveals that two important business leaders belong to the "opponents" category. What are your favorite strategies? Note: There are 2 correct answers to this question.

- A. Working on changing their attitude towards the project
- B. Ignoring the opponents and focusing on the skeptics
- C. Trying to reduce their influence on the project success

- D. Preventing opponents from forming an alliance against the project

Answer: C,D

NEW QUESTION # 53

At the beginning of a large-scale cloud implementation project, the project lead asks the change manager to develop a detailed change plan for all upcoming implementation waves. How should the change manager react? Note: There are 2 correct answers to this question.

- A. Refer to the advantages of an agile approach for continuously updating and refining the change plan
- B. Explain that early granular planning is often a waste of time and resources, as many factors can still have an impact on the change plan
- C. Point out that the change plan will only be provided at a very generic level and all refinements will be documented in an open activity list
- D. Ask the project lead to provide a detailed project plan for all implementation waves as a basis for elaborating the change plan

Answer: A,C

NEW QUESTION # 54

How does working with personas help to convey stakeholder-specific messages in cloud projects?

- A. Personas with relevant IT and process competencies for a specific stakeholder group support the communication of facts and figures, because the personas are considered to be credible experts for the communicated content
- B. Personas that resemble opinion leaders of the represented stakeholder groups underline the communicated messages, because users unconsciously perceive the persona as very trustworthy
- C. Personas with similar demographics and attitudes of the represented stakeholder group allow you to address emotions instead of just conveying facts, because users identify with the persona and build empathy
- D. Personas representing innovators and visionaries within the represented stakeholder group trigger the reflection of communicated messages, because users are motivated to challenge their previous assumptions

Answer: C

Explanation:

Personas in SAP OCM are fictional profiles representing stakeholder groups (e.g., "Finance UserAnna") to tailor communication. Option A is correct because personas mirroring demographics (e.g., age, role) and attitudes (e.g., skeptical) resonate emotionally with users, who see themselves in the persona. This empathy shifts focus from dry facts (e.g., "new system features") to feelings (e.g., "how it helps me"), enhancing message impact. For example, a persona like "Manager Mike, 45, cautious but open" can address fears while highlighting benefits, making communication relatable.

Option B is incorrect-opinion leader resemblance might build trust, but unconscious perception isn't the primary mechanism; identification is. Option C is incorrect; innovators/visionaries may inspire, but triggering reflection isn't the core purpose-adoption is. Option D is incorrect; personas aren't experts for facts-they're tools for emotional connection, not technical credibility. SAP OCM uses personas to humanize communication.

"Personas reflecting stakeholder demographics and attitudes enable emotional messaging, fostering empathy and identification to drive adoption" (SAP OCM Framework, Persona Development).

NEW QUESTION # 55

Which enablement activities are usually performed during the Prepare phase of an SAP project? Note: There are 2 correct answers to this question.

- A. The enablement strategy
- B. The enablement content development
- C. The learning needs analysis for the project team
- D. The learning needs analysis for the business users

Answer: A,C

Explanation:

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