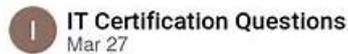


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### SAP C-OCM-2503 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none"><li>• <b>Change Realization:</b> This section of the exam measures the skills of a Transformation Consultant and includes the practical execution of change initiatives. It covers how change plans are implemented in real-world scenarios, ensuring that the intended benefits are realized and reinforced throughout the organization.</li></ul>
Topic 2	<ul style="list-style-type: none"><li>• <b>Change Leadership:</b> 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.</li></ul>
Topic 3	<ul style="list-style-type: none"><li>• <b>Organizational Change Management Methodology:</b> 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.</li></ul>
Topic 4	<ul style="list-style-type: none"><li>• <b>Change Enablement:</b> This section of the exam measures the skills of a Change Manager and deals with the tools, training, and support systems that empower employees to adopt and sustain the change. It ensures that people are equipped with the right capabilities to thrive in the new environment.</li></ul>
Topic 5	<ul style="list-style-type: none"><li>• <b>Change Communication:</b> 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.</li></ul>
Topic 6	<ul style="list-style-type: none"><li>• <b>Change Strategy:</b> 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.</li></ul>

Topic 7

- **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.

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## Hot Valid C-OCM-2503 Cram Materials | High-quality New C-OCM-2503 Mock Test: SAP Certified Associate - Organizational Change Management

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### SAP Certified Associate - Organizational Change Management Sample Questions (Q79-Q84):

#### NEW QUESTION # 79

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

- A. Personas that resemble opinion leaders of the represented stakeholder groups underline the communicated messages, because users unconsciously perceive the persona as very trustworthy
- B. 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
- **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 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

**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 # 80

Which communication activities are suitable to celebrate the success of a cloud implementation project? Note:

There are 3 correct answers to this question.

- **A. Video with testimonials from different users posted in the corporate intranet**
- B. All-employee meeting allowing the project team members to talk about their individual contributions to the project
- **C. "Thank you" e-mail from the project sponsor to the project team members**
- D. E-mail from the change manager to all impacted users describing the project achievements
- **E. Appreciation e-mail from the project lead to the change agents with their managers in cc**

**Answer: A,C,E**

Explanation:

Celebrating success in SAP OCM (Run phase) reinforces morale and adoption. Option A is correct because an appreciation e-mail from the project lead to change agents, with managers copied, recognizes their efforts and boosts visibility. Option B is correct as a "thank you" e-mail from the sponsor to the project team acknowledges their role, leveraging the sponsor's authority. Option E is correct because a video with user testimonials on the intranet shares success stories broadly, inspiring others.

Option C is incorrect-an all-employee meeting with team members discussing contributions risks being too detailed and less engaging for a broad audience; celebrations should be concise. Option D is incorrect; an e-mail from the change manager to users focuses on informing, not celebrating, and lacks the personal touch of leadership recognition. SAP OCM emphasizes impactful, leadership-driven celebrations.

"Celebrate success with leadership emails to agents and teams, and user testimonial videos, to reinforce achievement and engagement" (SAP Activate, Post-Go-Live Communication).

#### NEW QUESTION # 81

What should be considered when developing personas? Note: There are 2 correct answers to this question.

- A. Involving representatives of the target group into the development of personas
- B. Finding the right level of detail, avoiding a too granular or too generic description of personas
- C. Aligning the persona descriptions with the employee representatives of the respective target groups
- D. Using a real person as an inspiration for the persona to make the persona as realistic as possible

**Answer: A,B**

Explanation:

Personas in SAP OCM personalize communication, and their development requires balance and input. Option A is correct because the right detail level-e.g., "Finance User, 35, cautious, needs process clarity"-avoids being too specific (e.g., daily tasks) or too vague (e.g., "employee"), ensuring usability without losing focus.

Option B is correct as involving target group reps (e.g., a key user) ensures accuracy-e.g., they might note "we need system tips," shaping a persona's needs realistically.

Option C is incorrect-employee reps (e.g., works council) focus on rights, not persona details; alignment isn't needed. Option D is incorrect; using a real person risks bias or privacy issues-personas are composites, not copies. SAP OCM stresses relevance and collaboration in persona creation.

"Develop personas with balanced detail and target group input to ensure they reflect stakeholder needs accurately" (SAP OCM Framework, Persona Creation Guidelines).

#### NEW QUESTION # 82

What are some typical symptoms of low user adoption after the go-live of an SAP cloud solution? Note:

There are 2 correct answers to this question.

- A. Users avoid consuming additional, value-adding functionalities
- B. Users stick to old processes and apply workarounds wherever possible
- C. Users strictly follow the new organizational policies and procedures
- D. Users constantly change the way they interact with the system in their daily work

**Answer: A,B**

Explanation:

Low user adoption in the SAP Activate Run phase signals resistance or discomfort. Option A is correct because sticking to old processes (e.g., using Excel instead of SAP) and workarounds (e.g., manual overrides) indicate users aren't embracing the new system, undermining benefits like efficiency. Option C is correct as avoiding value-adding functionalities (e.g., analytics tools in S/4HANA) shows partial adoption, missing the solution's full potential-often due to lack of training or trust.

Option B is incorrect-strict adherence to new policies suggests high adoption, not low. Option D is incorrect; constant changes in interaction might reflect experimentation or confusion, not necessarily low adoption. SAP OCM monitors these symptoms to trigger interventions.

"Low adoption symptoms include reliance on old processes, workarounds, and avoidance of new functionalities, indicating incomplete system acceptance" (SAP Activate, User Adoption Monitoring).

#### NEW QUESTION # 83

How would you carry out a high-level change impact analysis?

- **A. Conduct interviews and workshops with key project stakeholders**
- B. Analyze the differences between as-is and to-be processes
- C. Define and assess key change impact metrics
- D. Set up a survey within the project team

**Answer: A**

Explanation:

A high-level change impact analysis (CIA) in SAP OCM gathers broad insights early on. Option C is correct because interviews and workshops with stakeholders (e.g., business leads) provide a comprehensive view of impacts across units. Option A is incorrect—surveys are too narrow and project-team focused. Option B is part of detailed CIA, not high-level. Option D is a follow-up, not the method itself. SAP emphasizes stakeholder engagement for high-level CIA.

"Conduct high-level change impact analysis through stakeholder interviews and workshops to assess broad impacts" (SAP Activate, OCM Workstream, Prepare Phase).

## NEW QUESTION # 84

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