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SAP C_OCM_2503 Exam Syllabus Topics:

Topic	Details
Topic 1	<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 2	<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.
Topic 3	<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 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 Enablement: 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.
Topic 6	<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 7	<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.

SAP Certified Associate - Organizational Change Management Sample Questions (Q66-Q71):

NEW QUESTION # 66

During a change network kick-off meeting, a change agent openly reports that he has been nominated by his manager against his will. How should the change manager react in this situation?

- A. Ask the change agent to find a substitute within his unit
- B. Request the change agent to leave the kick-off meeting
- C. Try to convince the change agent to take over the role anyway
- **D. Clarify the issue with him bilaterally after the change network meeting**

Answer: D

Explanation:

A reluctant change agent at a kick-off meeting poses a challenge, and the change manager must respond constructively. Option B is correct because a bilateral discussion post-meeting-e.g., asking "What's your concern?"-allows the change manager to understand the reluctance (e.g., workload, disinterest) privately, avoiding public confrontation and tailoring a solution (e.g., support, reassignment). This respects the agent's feelings while maintaining network morale.

Option A is incorrect-asking for a substitute shifts responsibility to the agent, potentially alienating him and disrupting the meeting.

Option C is incorrect; convincing him on the spot risks resistance or resentment, undermining his effectiveness. Option D is incorrect-ejecting him is harsh, damages trust, and weakens the network's start. SAP OCM favors discreet, empathetic handling of such issues.

"Address a reluctant change agent's concerns bilaterally after the meeting to resolve issues constructively and preserve network cohesion" (SAP Activate, Change Network Management).

NEW QUESTION # 67

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

Answer: C,D,E

Explanation:

A change story in SAP OCM communicates the project's purpose and impact. Option A is correct because benefits (e.g., efficiency gains) and investments (e.g., costs) justify the change. Option C is correct as facts and figures (e.g., timeline, scope) provide clarity. Option E is correct because training and enablement are key to adoption, often highlighted in the story. Option B is incorrect- "non-targets" (what's not changing) may be mentioned but isn't typical. Option D is incorrect; risks and issues are managed separately, not in the change story.

Extract from SAP OCM Concepts: The change story includes benefits, facts, and enablement to drive buy-in (SAP OCM Framework, Communication).

NEW QUESTION # 68

What are the special characteristics of SAP's organizational change management framework? Note: There are 3 correct answers to this question.

- A. It is targeted at fostering fast and sustainable user adoption
- B. It is only suitable for large-scale, complex cloud deployments
- C. It supports an agile way of working
- D. It contains activities that help to enhance system performance
- E. It is aligned with the SAP Activate implementation methodology

Answer: A,C,E

Explanation:

SAP's OCM framework is designed to support cloud implementations effectively. Option A is correct because it supports agility- e.g., iterative planning and adjustments (like refining communication post-wave) mirror SAP Activate's flexible approach, adapting to project shifts. Option B is correct as it's tightly aligned with SAP Activate, mapping OCM activities (e.g., stakeholder analysis in Prepare) to its phases, ensuring seamless integration with technical delivery. Option E is correct because fostering fast, sustainable adoption- e.g., through enablement and adoption metrics in Run- is the framework's core goal, ensuring users embrace the system long-term, not just at go-live.

Option C is incorrect- it's versatile, not limited to large-scale projects; small or mid-size implementations also benefit from its principles. Option D is incorrect; enhancing system performance is a technical task (e.g., IT optimization), not OCM's focus, which is people-centric. SAP OCM's unique blend of agility, methodology alignment, and adoption focus sets it apart.

"SAP's OCM framework is agile, aligned with SAP Activate, and targets fast, sustainable user adoption to maximize cloud implementation success" (SAP OCM Framework, Key Characteristics).

NEW QUESTION # 69

What is the added value of change agents taking over the task to plan and execute local change management activities?

- A. It reduces resistance among local managers
- B. It helps to scale change management activities
- C. It supports the adherence to the project milestones
- D. It fosters an attitude shift among skeptical change agents

Answer: B

Explanation:

Change agents in SAP OCM extend change management's reach by handling local activities (e.g., unit- specific workshops). Option C is correct because it scales efforts- e.g., a central change manager can't train

10 sites alone, but agents in each location can, multiplying coverage efficiently. For instance, an agent in a regional office might run a Q&A session tailored to local process concerns, amplifying OCM impact without overloading the core team.

Option A is incorrect-milestone adherence is a project management outcome, not a direct value of agent tasks. Option B is incorrect; attitude shifts might occur, but it's not the primary benefit-effectiveness is.

Option D is incorrect-reducing manager resistance depends on broader engagement, not just agent activities.

SAP OCM leverages agents for scalability.

"Change agents planning and executing local activities add value by scaling change management efforts across the organization effectively" (SAP Activate, Change Network Value).

NEW QUESTION # 70

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

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

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 # 71

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