

CHANGE ESSENTIALS AI • SEE IT IN ACTION

Same prompt. Two different worlds.

Standard Claude vs the Change Champion Playbook skill.

We handed both the exact same change management brief. Here is what came back.



The test

One brief, given word for word to both

A change lead is standing up a champion network from scratch for a global Workday rollout, and asks where to begin.

~4,000 people

Film and TV production plus content licensing, across North America, Europe, and Australia.

Finance is skeptical

Burned by a rushed expenses rollout three years ago. Real “here we go again” sentiment.

Production is hard to reach

~2,850 crew, freelance and transient, rarely at a desk, scattered across shoots and time zones.

Nothing exists yet

No champions picked, no roster, nothing. Build the whole network from zero.

The CM prompt, word for word

Given identically to standard Claude and to the skill

"I'm a change management lead and I need to build a change champion network for a project that's just kicking off. Here's the situation.

We're implementing Workday globally to replace a patchwork of old HR and finance systems: separate tools for payroll, time tracking, expenses, and talent onboarding, all consolidating into Workday. We're a global entertainment company, film and TV production plus a content-licensing business, roughly 4,000 people across North America, Europe, and Australia. Go-live is about eight months out, phased by region. This is a technology rollout.

The affected population is a real mix, by both function and region.

North America (about 2,000): our LA headquarters holds most corporate staff, HR (~120), finance (~180), and legal (~70), plus other corporate teams. Content licensing runs about 200 across LA and New York. Production, crews and production-office staff, is about 1,300 across US and Canadian shoots.

Europe (about 1,300): our London hub has corporate and licensing staff (~300 combined). Production across the UK and continental shoots is about 1,000. Some continental teams, our Berlin and Paris offices (~150 people), don't work in English day to day.

Australia (about 700): our Sydney office has corporate and licensing staff (~150 combined), with about 550 production people across Australian shoots.

The hard part everywhere is production: crews and production-office staff work project by project, scattered across shoots and locations, many freelance or short-term, rarely at a desk. Payroll and time tracking hit them directly, so they can't be ignored, but reaching them is genuinely difficult, and now it's across time zones and countries.

One thing you should know: finance is skeptical. They've been burned before, an expenses-system rollout three years ago was rushed and buggy, and finance took the brunt of it. There's real "here we go again" sentiment in that group.

I'm at the very start. Nothing exists yet, no champions picked, no roster, nothing. I need to build this network from scratch. Where do we begin?"

What standard Claude says

Competent, sensible, and completely generic

- 1 Get clear on what the network is for before recruiting
- 2 Segment by reachability, not the org chart
- 3 Design the production layer around its real structure
- 4 Handle finance as a trust-recovery workstream
- 5 Account for language in Berlin and Paris
- 6 Stand up a workable structure of 60 to 90 people
- 7 Here is a first-six-weeks to-do list

Verdict. *Genuinely good thinking, the kind a sharp consultant offers in the first meeting. But it is advice about how to build the network. It hands the work back to you.*

Then you ask it to build the roster

What comes back is a template

Region	Segment	Name	Role	Status	Notes
North America	Finance	Jordan Alvarez	Senior Financial Analyst	Confirmed	Example row — delete before use

13 columns to fill in, one example row, and a blank grid. Plus a coverage tab of generic ratios (1:30-50) and a RACI.

Verdict. A tidy template with “delete before use” on the only filled row. You still have to find, name, and place all 37+ people yourself.

This is no different than the blank templates we use today from our CM methodology frameworks.

And a charter to finish yourself

A solid draft, with the blanks left in

CHANGE CHAMPION NETWORK CHARTER

Version 0.1 | Draft for review

1. Purpose
2. What champions do
3. What they are not asked to do
4. Network structure
5. Selection approach
6. Time commitment
7. What's in it for champions
8. Governance & cadence
9. Success measures

Owner: [Change Management Lead] | Last updated: [date] | Status: Draft v0.1

Good bones. Generic core.

- **Reachability segmentation and a 60-90 person structure**
Sound, and the same shape it would draw for any rollout.
- **Coverage as ratios (1:30-50)**
A rule of thumb, not a map of who is actually covered.
- **Placeholders throughout**
[Change Management Lead], [date], v0.1. You fill the blanks.
- **No games, no signal loop, no coaching, no localized collateral**
None of the moving parts that carry a change to the floor.

What the skill delivers instead

Not a template. The finished network.

LIVING ROSTER 37 champions, all active as of Cycle 2					
No roster changes through Cycle 1. Wave 1 (US) champions are active this cycle; EU and AU activate with their waves.					
Champion	Region	Zone / Coverage Area	Wave	Status	Note
Zack M	NA	LA HQ - Finance	1 (US)	Active	Golden with skeptics
Angela	NA	LA HQ - HR	1 (US)	Active	
Mike	NA	LA HQ - Legal	1 (US)	Active	
Steven	NA	San Diego	1 (US)	Active	
Amy	NA	San Diego	1 (US)	Active	
Takisha	NA	Content Licensing - LA	1 (US)	Active	
Linda	NA	Content Licensing - NY	1 (US)	Active	
Jan C	NA	Production - US shoots + Vancouver	1 (US)	Active	Anchor, 2 zones. Lock her facts, rehearse.
Carl	NA	Production - US shoots	1 (US)	Active	
Audrey	NA	Production - US shoots	1 (US)	Active	
Bill	NA	Production - US shoots	1 (US)	Active	
Max	NA	Production - US shoots	1 (US)	Active	
Tiffany	NA	Production - Vancouver	1 (US)	Active	

Living roster: 37 named champions. Shown in part.

COVERAGE MAP 15 zones, all covered, 0 gaps			
Region	Zone	Champions	Status
NA	LA HQ - Finance	Zack M	Covered
NA	LA HQ - HR	Angela	Covered
NA	LA HQ - Legal	Mike	Covered
NA	San Diego	Steven, Amy	Covered
NA	Licensing - LA	Takisha	Covered
NA	Licensing - NY	Linda	Covered
NA	Production - US shoots	Jan (anchor), Carl, Audrey, Bill, Max	Covered
NA	Production - Vancouver	Jan (anchor), Tiffany, Kristen, Tori	Covered
EU	London hub	Barrell, Nigella, Anthony	Covered
EU	Production - UK shoots	James, Maggie, Gwen	Covered

Coverage map: 15 zones, 0 gaps. Shown in part.

Same prompt. 37 named champions placed across 15 mapped zones with zero gaps, each with a real note like “golden with skeptics.” Ready to run, not ready to fill in.

And everything standard Claude never made

The moving parts that carry a change to the floor

RUMOR #1

“The go-live dates are already locked, and your area could switch over as soon as next month.”

FACT or FICTION?

Let the room call it, then click to reveal.

Engagement games

OPEN SIGNALS the network's two-way sensor					
Logged after each cycle's report-back. Cycle N+1 begins by reading this. Collect and route; don't solve here.					
Current Cycle: 2 (Wave 1 US). Cycle 1 complete and logged below.					
Session Plan: Awareness phase running. Facts locked; format rotating (Cycle 1 handout, Cycle 2 Fact or Fiction game). Desire phase begins once dates lock.					
Cycle	Region/Zone	What the floor raised	Detail	Route to	Status
1	US, broad	Positive: current systems seen as disparate and annoying	Latent desire. The 'why' is accepted; build on it, don't re-argue it.	Reinforce (Cycle 2+)	Noted
1	US, broad	Timeline anxiety: when does it hit my area	Dates not locked (~1 month out). Can't answer with a date yet.	Comms / message gap	Open
1	US, Production	Training worry for people out on a shoot	How will training work on location, away from a desk.	Training track (later phase)	Open
1	US, Production	Holiday collision worry	Fear that go-live lands over the holidays.	Comms / planning	Open

Two-way Signal Loop

CHANGE ESSENTIALS AI | Cycle 1 Coaching Brief | Wave 1 (US)

Cycle 1 Coaching Brief

Wave 1 (US) • How to run this cadence meeting and coach your champions.

Round	Cycle 1 • Wave 1 (US)
Phase	Awareness (ADKAR)
Message type	General (broad what-and-why; tailoring by job group comes later)
This cycle's objective	US staff know Workday is coming and that they're first, understand what it replaces and why, and believe it's being run deliberately with support.
Run by	Julie Simon

The objective is the spine

Everything in the champion pack is built backward from one goal: by the time your champions finish this round, US staff should know the change is coming, know the US is first, understand what Workday replaces and why, and believe this is being run with real support. If a conversation doesn't move someone toward that, it's noise for this round. The detail on exactly what changes for each role is deliberately held back for later cycles, so we don't overload people at the awareness stage.

Where your people are right now

At the very start of the arc. Most people either haven't heard, or have heard a rumor. The win this round is simple: they hear it from a trusted coworker, in plain language, before they hear a distorted version. You are not trying to make anyone happy about it yet. Awareness first, buy-in later.

Coaching briefs

None of this was in the standard output. Escalating engagement games, a signal loop that routes the floor's reaction, cycle coaching briefs, an auto-updating file, and French and German collateral for the Paris and Berlin offices.

The difference, line by line

Building the network

	STANDARD CLAUDE	THE CHANGE CHAMPION PLAYBOOK
The roster	A blank template with one example row	37 named champions, each with a real judgment note
Coverage	Generic ratios (1:30 to 1:50)	15 zones mapped, 0 gaps, self-flagging when one drops
Selection	Advice to pick credible skeptics	Champion Fit Profile applied, forked by project type
Engagement	Suggests a comms cascade	Escalating games champions run on the floor
Feedback	An escalation path on paper	Signal Loop: the floor's reaction routed and logged

The difference, line by line

Running and sustaining it

	STANDARD CLAUDE	THE CHANGE CHAMPION PLAYBOOK
The record	A charter you keep up to date	A living file the skill updates every cycle
Methodology	Generic best practice	ADKAR® and APMG matched to the organization
Languages	“Budget for translation”	French and German collateral, actually built
Coaching	None	A cadence brief that coaches you through each cycle

THE DIFFERENCE A SKILL MAKES

Standard Claude gives you a running start.

The skill gives you the finished network.

Standard Claude is a solid generalist. The Change Champion Playbook is thirty years of change management expertise, encoded, so the network arrives built, not sketched.



SEE THE FULL CASE STUDY

The Change Champion Playbook

The same Workday rollout.

