BLACKBIRD FOR TRAINING

Strategic Change Management in Health and Tech Sector

12 – 16 July 2027
Bangkok (Thailand)

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Introduction

In a world defined by rapid innovation and ongoing disruption, the health and technology sectors must continually adapt to stay effective, sustainable, and competitive. Strategic change management is essential for navigating these shifts successfully.

This course is designed to equip professionals in the health and technology industries with the tools, frameworks, and leadership capabilities necessary to design, implement, and sustain meaningful change. Through a combination of theory, practical application, and real-world case studies, participants will gain the confidence and skills to lead transformation in complex and evolving environments.

Course Objectives

By the end of this course, participants will be able to:

- Understand key principles and dynamics of change management in health and tech environments.
- Utilize strategic planning tools to guide transformation initiatives.
- Navigate resistance and engage stakeholders effectively.
- Align organizational strategy with innovation and digital transformation.
- Evaluate and adapt change processes for continuous improvement.

Course Outlines

Day 1: Foundations of Change Management

- Overview of major change management models Kotter, ADKAR, Lewin.
- Common causes of change failure in health and tech contexts.
- The critical role of leadership in driving change.
- Case studies: Successes and failures in managing transformation.

Day 2: Strategic Planning for Change

- Conducting change impact analysis and readiness assessments.
- Linking change initiatives to broader strategic goals.
- Developing transformation roadmaps for complex systems.
- Stakeholder mapping and engagement techniques.

Day 3: Overcoming Resistance and Building Support

- Psychological responses to change.
- Effective communication throughout transformation efforts.
- Motivating and supporting teams during uncertainty.
- Conflict resolution strategies in change environments.

Day 4: Leading Digital Transformation in Health and Tech

- Exploring the impact of digital health innovations.
- Responding strategically to tech-driven disruptions.
- Leadership in AI integration, data management, and smart systems.
- Cybersecurity and regulatory compliance during transformation.

Day 5: Sustaining Change and Measuring Impact

- Embedding change into culture and operations.
- Defining KPIs and metrics to track success.
- Leveraging agile methods for continuous improvement.
- Action planning: Translating course insights into organizational practice.

Why Attend This Course? Wins & Losses!

- Specifically tailored for professionals in two of the fastest-evolving sectors.
- Features real-world case studies and hands-on group activities.
- Offers practical frameworks and tools for immediate application.
- Ideal for managers, project leads, consultants, and policymakers in health or tech fields.

Conclusion

As innovation accelerates and disruption becomes the norm, the ability to manage strategic change is no longer optional—it's a core leadership skill. This course empowers professionals with a strong foundation in change management theory, along with actionable tools to lead successful transformations.

Participants will leave with enhanced leadership capabilities, the skills to align change with strategic goals, and the confidence to navigate resistance, digital shifts, and organizational complexity. In the face of AI, data integration, and shifting policy landscapes, adaptive and forward-thinking change leaders are more critical than ever.