BLACKBIRD FOR TRAINING

Change Management for Leaders & Managers: Strategies for Successful Transformation

25 – 29 October 2027
Amsterdam (Netherlands)



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Ref: 3254467_172116 **Date:** 25 – 29 October 2027 **Location:** Amsterdam (Netherlands) **Fees:** 5200 GBP

Introduction

Change is inevitable in today's fast-paced and competitive business environment. Organizations that adapt to change effectively are better positioned to seize opportunities, overcome challenges, and ensure long-term success. This Change Management Training Course is designed to provide leaders and managers with the essential tools, strategies, and frameworks to implement effective change management policies and strategies.

Participants will gain a deep understanding of project change management, explore the benefits of change management, and learn how to lead change initiatives effectively. Whether dealing with organizational restructuring, implementing new technologies, or managing cultural transformation, this course equips participants with the skills needed to navigate change confidently and successfully.

Course Objectives

By completing this course, participants will be able to:

- Understand the Principles of Change Management: Define the role of change management and explore its key principles, policies, and methods.
- Apply Change Management Models: Learn and implement proven change management frameworks such as Kotter's 8-Step Model, ADKAR, and others.
- Develop Change Management Strategies: Craft and execute effective change strategies that align with organizational objectives.
- Overcome Resistance and Manage Challenges: Identify the types of change management and implement solutions to address resistance.
- Enhance Leadership and Communication Skills: Master communication techniques to engage stakeholders and build a culture of trust and adaptability.
- Become a Certified Change Management Professional: Gain the skills and knowledge required to earn certification and contribute to organizational success.



Course Outlines

Day 1: Introduction to Change Management

- Definition of Change in Change Management: Understanding change and its impact on organizations.
- Exploring change management principles and their importance in business success.
- The roles and responsibilities of leaders, managers, and change management specialists.
- Benefits of Change Management: How effective practices contribute to long-term growth.

Day 2: Change Management Models and Frameworks

- Overview of change management methods such as Kotter's 8-Step Model, ADKAR, and Lewin’s Change Model.
- Strengths, weaknesses, and practical applications of different types of change management frameworks.
- How to select the right change management policy for specific organizational needs.

Day 3: Assessing Change Readiness and Impact

- Conducting change readiness assessments to evaluate the organization’s preparedness.
- Identifying sources of resistance and strategies to overcome them.
- Analyzing the impact of change on stakeholders and defining the responsibilities of change management specialists.

Day 4: Crafting Change Strategies

- Setting clear and achievable goals for change initiatives that align with organizational objectives.
- Creating a change management strategy to address challenges effectively.
- Developing a robust change communication plan to keep stakeholders informed and engaged.
- Building a compelling vision for a successful transformation.

Day 5: Leading Change Communication

- Effective Change Management Techniques: Tailoring communication strategies to different stages of the change process.
- Addressing communication challenges, misconceptions, and resistance.
- Enhancing leadership skills to foster a culture of trust, adaptability, and innovation.
- Promoting good change management practices through case studies and real-world examples.



Why Attend this Course? Wins & Losses!

- Gain actionable knowledge of effective change management frameworks and solutions.
- Learn how to develop and implement change management strategies that deliver measurable results.
- Build leadership and communication skills to engage teams and gain stakeholder support.
- Overcome resistance and challenges with proven change management techniques.
- Understand the benefits of change management for long-term organizational growth.

Conclusion

This Change Management Training Course is essential for professionals looking to excel in project change management and drive successful transformations. By mastering change management policies, strategies, and techniques, participants will become leaders who can inspire teams, manage resistance, and implement lasting change.

Whether you aim to understand what change management entails, earn a certification, or refine your leadership skills, this course provides a comprehensive roadmap for success. Equip yourself with the tools and strategies needed to create resilient organizations and achieve sustainable business growth. Enroll today and lead the way to transformational success!

