

Change Management for Leaders & Managers:
Strategies for Successful Transformation

Casablanca (Morocco)

10 - 14 March 2025

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Change Management for Leaders & Managers: Strategies for Successful Transformation

Code: LM28 From: 10 - 14 March 2025 City: Casablanca (Morocco) Fees: 3300 Pound

Introduction

Change is a constant in today's dynamic business environment, and the ability to manage change effectively is a critical skill for leaders and managers. This comprehensive 5-day course is designed to equip leaders and managers with the tools, strategies, and insights needed to lead successful organizational transformations. Through a combination of theoretical frameworks, practical case studies, interactive workshops, and real-world examples, participants will develop a deep understanding of change management, its principles, and its application in various business contexts.

Course Objectives

- Introduce leaders and managers to the key principles and importance of change management.
- Provide a thorough understanding of various change management models and methodologies.
- Equip participants with the skills needed to plan, lead, and communicate effectively during times of change.
- Enhance participants' ability to manage resistance, overcome challenges, and gain stakeholder support.
- Help participants build a positive organizational culture that embraces change and fosters innovation.
- Develop leadership skills that drive successful change initiatives and contribute to long-term business success.

Course Outlines

Day 1: Introduction to Change Management

- Understanding the definition of change in change management and the principles that underpin it.
- Importance of effective change management for long-term business success.
- The roles and responsibilities of leaders and managers in guiding organizational change.

Day 2: Change Management Models and Frameworks

- An overview of popular change management methods, such as Kotter's 8-Step Model, ADKAR, and others.
- Analyzing the strengths, weaknesses, and applications of various change management frameworks.
- How to choose the most effective model for different types of organizational change.

Day 3: Assessing Change Readiness and Impact

- Techniques for conducting change readiness assessments and understanding the organization's capacity for change.
- Identifying potential sources of resistance and strategies for overcoming obstacles.
- Analyzing how change impacts different stakeholders and understanding the change management responsibilities of specialists.

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Day 4: Crafting Change Strategies

- Setting clear and achievable change objectives to align with organizational goals.
- Creating a comprehensive change communication plan to ensure transparent, inclusive communication.
- Developing a compelling vision and strategic plan for the desired future state.

Day 5: Leading Change Communication

- Mastering effective communication techniques for different stages of change to ensure stakeholders are informed and engaged.
- Addressing communication challenges, such as misconceptions and resistance, with practical strategies.
- Enhancing leadership skills to drive change, build trust, and create a positive, adaptable organizational culture.

Conclusion

This course is essential for leaders and managers who want to strengthen their skills in project change management and lead successful transformations within their organizations. By completing this training, participants will gain a thorough understanding of change management strategies, techniques, and responsibilities, enabling them to effectively manage change and create a resilient organization. This training will empower participants to become certified change management professionals, equipped with the knowledge and skills necessary to implement good change management practices that contribute to long-term business success.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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BLACKBIRD
FOR TRAINING

 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

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