BLACKBIRD FOR TRAINING

Change Management for Leaders & Managers: Strategies for Successful Workshop

21 – 25 June 2027
Paris (France)



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Introduction

Change is an inevitable part of today's fast-paced business landscape, and mastering the ability to manage change is an essential skill for leaders and managers. This comprehensive 1-week change management course is designed to empower professionals with the tools, strategies, and insights required to lead successful organizational transformations. Through a blend of theoretical frameworks, real-world case studies, interactive workshops, and practical examples, participants will gain an in-depth understanding of change management principles and how to apply them effectively across various business contexts.

Whether you're a leader aiming to enhance your change management skills or someone pursuing a change management certification, this course offers valuable insights into planning, implementing, and sustaining organizational change.

Course Objectives

By the end of this change management training, participants will:

- Understand what change management is and why it is essential for business success.
- Gain a thorough knowledge of different change management methodologies and their applications.
- Develop the skills to plan, lead, and communicate change management strategies effectively within their organizations.
- Strengthen their ability to manage resistance, overcome challenges, and ensure stakeholder buy-in.
- Learn how to create a positive organizational culture that supports change management leadership and innovation.
- Master the steps involved in project change management and apply best practices in change management for long-term success.
- Prepare to earn a change management certificate to validate their professional expertise.



Course Outlines

Day 1: Introduction to Change Management

- Understanding the definition of change management and its importance for organizational success.
- The role of leaders and managers in project change management.
- Key principles of change management and their benefits for business outcomes.
- Exploring change management steps and best practices.

Day 2: Change Management Models and Frameworks

- Overview of popular change management methodologies:
  - Kotter's 8-Step Model
  - ADKAR framework
- Strengths and limitations of different change management strategies.
- Developing a change management plan tailored to organizational needs.
- Preparing for change management certification and understanding its benefits.

Day 3: Assessing Change Readiness and Impact

- Conducting change readiness assessments to evaluate organizational preparedness.
- Identifying potential obstacles and managing resistance to change.
- Assessing the impact of change on stakeholders and adapting strategies accordingly.
- Practical exercises to mitigate risks and ensure smooth transitions.

Day 4: Crafting Change Strategies

- Defining clear, actionable objectives for change management processes.
- Developing a change management plan with measurable outcomes.
- Creating a compelling vision that resonates with employees and aligns with business goals.
- Linking project change management with overall organizational strategies.

Day 5: Leading Change Communication

- Change management workshop on mastering effective communication techniques.
- Engaging employees to build trust and transparency during the change process.
- Addressing common communication challenges and misconceptions.
- Leveraging change management leadership skills to sustain momentum and inspire teams.



Why Attend This Course: Wins & Losses!

- Develop Change Management Skills: Gain practical knowledge to lead organizational transformations effectively.
- Understand Change Management Benefits: Learn how to align change initiatives with business objectives to drive growth.
- Master Change Management Strategies: Equip yourself with change management techniques to overcome challenges and ensure stakeholder buy-in.
- Earn Recognition: Prepare for a change management certificate to enhance your professional credentials.
- Experience Real-World Applications: Participate in workshops and case studies for hands-on learning.

Conclusion

This change management course provides participants with the expertise and confidence to navigate complex organizational changes. From understanding the principles of change management to mastering change management steps and techniques, participants will leave equipped with actionable strategies for driving impactful change.

By completing this training, you'll not only earn a change management certification but also gain practical knowledge to implement change successfully and contribute to sustainable innovation and growth within your organization.

Enroll now to lead change with confidence and drive success in your business!

