

Cultural Change Management Strategies

Casablanca (Morocco)

21 - 25 June 2027

UK Training

PARTNER



Cultural Change Management Strategies

Code: LM32 From: 21 - 25 June 2027 City: Casablanca (Morocco) Fees: 4200 Pound

Introduction

In today's business environment, organizational culture has become a critical driver of success, innovation, and resilience. Culture is no longer seen as a set of abstract values on posters; it is a tangible factor that shapes employee behavior, decision-making, and long-term sustainability. Organizations that actively manage cultural change are more likely to thrive, while those that ignore it risk stagnation or decline.

This program provides leaders and managers with proven strategies, tools, and frameworks to manage cultural change effectively. By the end of the course, participants will be equipped to build a positive, adaptive, and sustainable culture that supports organizational growth.

Course Objectives

- Understand the foundations of cultural change management.
- Diagnose gaps between the current and desired organizational culture.
- Apply practical tools and models for leading cultural transformation.
- Engage employees at all levels to drive adoption.
- Manage resistance to change and turn it into opportunities for growth.
- Strengthen the role of leadership in cultural transformation.
- Use real-world case studies to extract actionable lessons.

Course Outlines

Day One: Introduction to Cultural Change

- Defining organizational culture and its role in business success.
- The difference between organizational culture and individual values.
- Key factors shaping workplace culture.
- Why cultural change matters in volatile environments.
- Overview of global models of cultural transformation.
- Practical exercise: Diagnosing the current culture.

Day Two: Tools for Culture Assessment

- Methods to measure organizational culture.
- Culture survey techniques and data interpretation.
- Identifying gaps between the current and target cultures.
- Mapping cultural priorities for change.
- Case study: Assessing culture in practice.
- Group activity: Applying cultural assessment tools.

Day Three: Strategies for Cultural Implementation

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. In the background, there are concentric circles and the text 'UK Training PARTNER' in a bold, sans-serif font.

UK Training
PARTNER

- Designing a cultural change roadmap.
- Techniques for employee engagement during transformation.
- Building cross-functional change teams.
- Designing training programs to reinforce cultural values.
- Approaches to managing resistance to change.
- Workshop: Developing a cultural change plan.

Day Four: Leadership's Role in Cultural Change

- The leader is the catalyst of cultural transformation.
- Applying transformational leadership to influence culture.
- Building trust and motivating employees during change.
- Managing conflicts linked to cultural shifts.
- Case study: Leaders who successfully drove culture change.
- Interactive discussion: Leadership challenges in cultural change.

Day Five: Sustaining and Evaluating Cultural Change

- Monitoring and evaluating cultural transformation outcomes.
- Key performance indicators for measuring cultural change.
- Embedding cultural change into everyday practices.
- Review and reflection on course concepts.
- Developing personal action plans for participants.
- Final assessment and closing.

Why Attend This Course: Wins & Losses!

- Gain a deep understanding of cultural change management.
- Acquire practical tools to implement cultural transformation.
- Strengthen leadership capability in driving organizational change.
- Improve workplace productivity and employee engagement.
- Reduce resistance to change by building buy-in.
- Network with peers and industry experts.
- Increase organizational resilience in dynamic environments.
- Build a foundation for long-term cultural sustainability.

Conclusion

Cultural change management strategies are no longer optional—they are essential for organizations aiming to remain competitive and sustainable in a rapidly shifting environment. This course blends theory and practice, offering leaders and managers a structured roadmap to guide cultural transformation.

By embedding the right values and practices, participants will ensure their organizations are not only resilient but also positioned for long-term growth and innovation.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles and the text 'UK Training PARTNER'.

Blackbird Training Clients

 MANNAI CORPORATION MANNAI Trading Company WLL, Qatar	 GAC UNE FILIALE D'EGA Alumina Corporation Guinea	 Booking.com Booking.com Netherlands	 OXFAM Oxfam GB International Organization, Yemen	 Capital Markets Authority Kuwait
 Waltersmith Waltersmith Petroman Oil Limited Nigeria	 QNB Qatar National Bank (QNB), Qatar	 Qatar Foundation Qatar	 AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania	 KFAS KFS Kuwait
 Reserve Bank of Malawi Malawi	 Central Bank of Nigeria Nigeria	 Ministry of Interior Kingdom of Saudi Arabia Ministry of Interior, KSA	 Mabruk Oil Company Libya	 Saudi Electricity Company KSA
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy	 ENI ENI CORPORATE UNIVERSITY, Italy	 GULF BANK Gulf Bank Kuwait	 General Organization for Social Insurance KSA
 Defence Space Administration Nigeria	 الصناعات الوطنية (القابضة) National Industries Group (Holding), Kuwait	 Hamad Medical Corporation Qatar	 USAID Pakistan	 STC STC Solutions, KSA
 North Oil Company North Oil company,	 EKO EKO Electricity	 OMAN BROADBAND Oman Broadband	 UNITED NATIONS UN.	 هيئة تنظيم الكهرباء - عمان Authority for

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Sustainability, ESG & Corporate Responsibility
Advanced Courses
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training