Advanced Prosci Change Management Program

3 – 14 May 2027
Amsterdam (Netherlands)



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Introduction

In today's fast-moving business environment, the ability to manage change in a structured and effective way has become essential for achieving successful transformation. This advanced program is designed to provide leaders, managers, and professionals with a deeper understanding of the Prosci ADKAR® Model, enabling them to apply a practical and research-based approach to change management.

Throughout this intensive program, participants will explore how individuals and organizations respond to change, and how to drive adoption while reducing resistance. The course blends proven Prosci practices with real-world applications and practical tools, allowing participants to lead change initiatives with confidence, clarity, and measurable impact aligned with organizational objectives.

Course Objectives

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

- Understand and apply the Prosci ADKAR® Model in organizational settings.
- Analyze change dynamics at both individual and organizational levels.
- Develop and implement structured change management plans.
- Identify resistance to change and address it using systematic approaches.
- Strengthen leadership capabilities to support adoption and sustain results.
- Recognize key roles in change management and their impact on success.

Course Outlines

Day 1: Foundations of Prosci Change Management

- Understanding change at individual and organizational levels
- Overview of Prosci methodology and research-based principles
- Introduction to the ADKAR® Model and its core components

Day 2: Applying the ADKAR® Model

- Practical application of Awareness, Desire, Knowledge, Ability, and Reinforcement
- Identifying gaps and addressing adoption barriers
- Case-based discussions and real-world applications



Day 3: Defining Change Management Roles

- Roles of Sponsor, Change Manager, and People Managers
- Building strong sponsorship for change initiatives
- Aligning leadership behaviors with change objectives

Day 4: Building Change Management Plans

- Developing structured strategies for managing change
- Aligning change plans with project execution
- Conducting impact analysis and stakeholder mapping

Day 5: Communication and Engagement Strategy

- Designing effective communication plans
- Tailoring messages for different stakeholder groups
- Enhancing engagement to reduce resistance and build commitment

Day 6: Resistance Management

- Understanding root causes of resistance
- Applying structured techniques to manage challenges
- Developing proactive interventions to support adoption

Day 7: Training and Capability Building

- Identifying training needs across stakeholders
- Building knowledge and skills through structured learning plans
- Ensuring readiness for implementation

Day 8: Reinforcement and Sustainability

- Designing strategies to sustain change outcomes
- Measuring adoption and performance
- Embedding change into organizational culture and systems

Day 9: Project Integration and Practical Application

- Integrating change management into project lifecycles
- Applying tools to real business scenarios
- Evaluating effectiveness through structured review



Day 10: Advanced Change Leadership

- Leading complex, large-scale change initiatives
- Strengthening executive sponsorship and governance
- Building long-term organizational change capability

Why Attend this Course: Wins & Losses!

- Gain a globally recognized, research-based approach to change management
- Master practical tools to drive adoption and minimize resistance
- Enhance leadership influence in complex transformation environments
- Improve project success by integrating change management into execution
- Build sustainable organizational capability for continuous improvement

Conclusion

This program offers a structured and practical approach to managing change, combining proven methodologies with hands-on application. It equips participants with the tools, frameworks, and leadership skills needed to guide both individuals and organizations through transformation successfully.

By focusing on the ADKAR® Model and real-world implementation, participants will be able to deliver sustainable results and create meaningful, measurable impact within their organizations.

