BLACKBIRD FOR TRAINING

Change Management for Leaders & Managers

25 – 29 January 2027
Amsterdam (Netherlands)



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Introduction

This Change Management course for leaders is designed to equip professionals with the essential skills and knowledge necessary to navigate and lead organizational change effectively. Change is inevitable, but how an organization manages it determines whether it leads to growth or disruption. Throughout this course, participants will explore how to define and understand change, identify its impact on individuals and teams, and develop strategies to support and motivate people through transitions. By learning how to implement effective change management strategies, leaders will be able to lead their teams through challenges with confidence.

We will cover the planning and execution of change initiatives, effective communication strategies, and the crucial role that leadership plays in driving successful change. Additionally, you will gain an understanding of the eight-stage model of change, which you can apply to ensure a smooth and impactful transformation in your organization.

This course is especially beneficial for those looking to enhance their change management skills for leaders and gain certification in this area. Whether you're managing a small team or overseeing large-scale changes, this training is key to mastering best practices for change management.

Course Objectives

By the end of this course, you will be able to:

- Define change and understand its significance in organizational settings.
- Assess the impact of change on both individuals and teams, helping leaders better manage resistance and stress.
- Develop effective strategies for change management, including supporting and motivating people through transitions.
- Learn how to plan and implement change effectively in various organizational contexts.
- Build an effective communication plan for change management, ensuring messages are tailored for each audience.
- Understand the pivotal role of leadership in leading change, including insights into authentic leadership.
- Apply the eight-stage model for successful change management, and leverage it to manage change initiatives smoothly.
- Leverage the business case for change management to engage stakeholders and justify change initiatives.



Course Outlines

Day 1: What is Change?

- Understanding organizational change and its importance.
- Why manage change? Why is change essential to the organization?
- Exploring the who's who of change and their roles.
- Components of Change: Key drivers, dimensions, and implications of change on organizations.
- Risk implications of organizational change.

Day 2: People and Change

- Understanding the human element: Causes of stress and impact on teams.
- How to mobilize people and involve them in the change process.
- Understanding Transitions:
    - The three-step model.
    - The transition model.
    - The change curve and how individuals experience change.

Day 3: Planning Change

- Exploring levels of change within the organization.
- Approaches to change: How to manage various types of change.
- Identifying and resourcing change initiatives effectively.
- Developing a change management plan that integrates strategy with resources.

Day 4: Communicating Change

- The key to successful change: Communicate, communicate, communicate!
- Understanding the gap between the message and the messenger.
- How to choose the right messengers for effective delivery.
- Tailoring the messages to suit the audience and ensure understanding and engagement.

Day 5: Leading Change

- The role of the leader in implementing change.
- The big picture: Aligning change with organizational strategy.
- Applying the eight-stage model to ensure structured and sustained change.
- The importance of authentic leadership in change management.
- Leaders listen: Why it's essential for leaders to engage with their teams and listen to concerns during transitions.



Why Attend This Course? Wins & Losses!

- Develop advanced change management skills for leaders and managers to guide organizations through periods of change.
- Learn best practices for change management that have been proven to increase efficiency and success during transitions.
- Gain practical tools and frameworks, including the eight-stage model for change, to apply directly to IT projects and other organizational changes.
- Master how to create an effective communication plan for change management, ensuring all stakeholders are informed and aligned.
- Enhance your ability to communicate and lead change management activities for training, helping your team adapt smoothly to new ways of working.
- Earn a change management certification that can be a significant boost to your professional profile and career.

Conclusion

This Change Management for Leaders course is essential for anyone in a leadership role who wants to improve their ability to manage and lead organizational change effectively. Whether you're overseeing small-scale initiatives or large transformational changes, this training will equip you with the strategies for change management necessary to drive positive outcomes. With a focus on practical application, effective communication, and leadership, you will walk away ready to implement successful changes in your organization.

Don't miss this opportunity to master change management techniques, earn certification, and lead your organization to success during its next transformation!

