BLACKBIRD FOR TRAINING

Change Management Leadership

20 – 24 September 2027
Barcelona (Spain)



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Ref: 3255028_329677 **Date:** 20 – 24 September 2027 **Location:** Barcelona (Spain) **Fees:** 5200 GBP

Introduction

In a world where change is constant and rapid, organizations must continuously adapt to remain competitive and relevant. Whether driven by new technologies, market shifts, mergers, or restructuring, the true success of change initiatives relies on strong, effective leadership.

Leaders play a critical role in guiding teams through uncertainty, inspiring trust, and building a shared vision for the future. They must communicate clearly, address resistance, and empower people to embrace change as an opportunity for growth rather than a threat.

This course equips leaders with essential tools, proven strategies, and the mindset needed to lead change confidently and successfully. By developing both practical skills and psychological understanding, participants will be ready to drive transformation, sustain momentum, and create a culture of continuous

Course Objectives

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

- Understand the dynamics and psychology of change.
- Apply leadership strategies to drive and manage change.
- Communicate change initiatives effectively to various stakeholders.
- Deal with resistance and build organizational buy-in.
- Create a sustainable change culture within their teams or organizations.

Course Outlines

Day 1: Understanding Change and Leadership

- Types of Organizational Change Transformational, Transitional, Developmental
- The Role of Leadership in Change Initiatives
- Change Drivers: External vs. Internal Forces
- The Psychology of Change: Human Reactions and Emotions
- Change Readiness Assessment

Day 2: Change Management Frameworks and Tools



- Kotter's 8-Step Change Model
- Lewin's Change Management Theory Unfreeze-Change-Refreeze
- The ADKAR Model and its Application
- Stakeholder Analysis and Engagement Planning
- Change Impact Assessment Tools

Day 3: Communicating and Leading Through Change

- The Power of Vision in Change Leadership
- Communication Planning: Clarity, Consistency, and Channels
- Leading with Emotional Intelligence
- Handling Objections and Managing Resistance
- Building Trust and Credibility During Change

Day 4: Sustaining Change and Overcoming Resistance

- Identifying and Managing Resistance to Change
- Coaching Teams Through Transition
- Reinforcement Strategies: Recognition, Rewards, and Feedback
- Embedding Change into Organizational Culture
- Monitoring, Evaluating, and Adjusting Change Strategies

Day 5: Practical Application and Action Planning

- Real-World Case Studies in Change Leadership
- Group Activities and Role Plays
- Developing a Personal Leadership Plan for Change
- Facilitated Discussion: Challenges in Change Leadership
- Final Presentations and Feedback

Why Attend this Course: Wins!

- Gain a deep understanding of the psychology behind change and how to use it to your advantage.
- Learn proven frameworks and practical tools such as Kotter's 8-Step Model and the ADKAR model to manage change confidently.
- Strengthen your leadership skills in communication, emotional intelligence, and stakeholder engagement.
- Build the ability to anticipate and overcome resistance, turning challenges into growth opportunities.
- Develop a personalized action plan to apply immediately within your organization.
- Participate in interactive activities, role plays, and real-world case studies to reinforce learning.
- Enhance your ability to create a sustainable culture of change and continuous improvement.



Conclusion

Attending this course is an investment in becoming a more confident, skilled, and adaptable change leader. It empowers you with actionable strategies and a supportive learning environment to prepare you for real-world challenges. While the journey of change leadership is never without obstacles, the tools and insights gained here will equip you to navigate them effectively and drive lasting, positive transformation within your organization.

