



HARNESS THE POWER
OF KNOWLEDGE

Change Management Excellence

TRAIN



Introduction:

The Change Management Excellence course is designed to equip participants with the skills and strategies required to navigate organizational change successfully.

Over five days, this comprehensive program will explore the principles of change management, effective communication, stakeholder engagement, and the creation of a change-ready culture.

Course Goals:

Upon completing this course, participants will be able to:

- 1- Understand the theories and models of change management
- 2- Develop a change management plan tailored to their organization's needs
- 3- Identify and engage stakeholders effectively throughout the change process
- 4- Apply communication strategies to convey the vision and benefits of change
- 5- Overcome resistance and build a change-ready culture
- 6- Evaluate and measure the success of change initiatives

Course Structure:**Day 1: Introduction to Change Management**

- Understanding Change and Its Impact
- Theories and Models of Change
- Role of Change Management in Organizational Success
- Change Management Process Overview
- Change Agents and Their Roles
- Group Discussion: Personal Experiences with Change

Day 2: Stakeholder Engagement and Analysis

- Identifying and Prioritizing Stakeholders
- Stakeholder Analysis Tools and Techniques
- Strategies for Engaging Key Stakeholders
- Effective Communication with Stakeholders
- Handling Resistance and Conflict
- Practical Exercises: Stakeholder Engagement

Day 3: Communication and Change

- The Role of Communication in Change Management
- Crafting Clear and Compelling Messages
- Communication Channels and Plans
- Storytelling and Vision Casting
- Managing Rumors and Misinformation
- Role-Play: Effective Change Communication

Day 4: Building a Change-Ready Culture

- Organizational Culture and Change
- Strategies for Creating a Change-Ready Culture

- Leadership's Role in Cultural Transformation
- Employee Empowerment and Involvement
- Learning from Change Experiences
- Case Studies: Successful Culture Transformation

Day 5: Evaluating and Sustaining change

- Change Metrics and Key Performance Indicators (KPIs)
- Evaluating Change Effectiveness
- Continuous Improvement in Change Management
- Creating a Change Management Plan
- Course Recap, Q&A