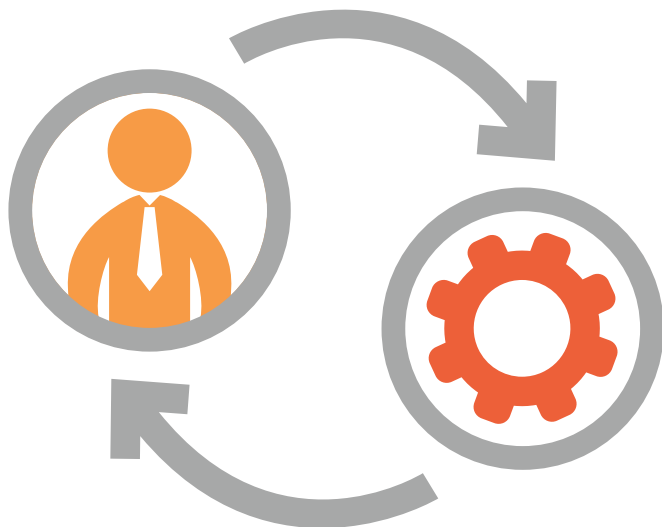


Change Management for Senior Management



Programme Description

Change is all around us and we always face change in terms of technologies, processes, people, ideas, and methods, affecting the way we perform daily tasks and live our lives. When dealing with change, it is always about how we deal, perceive and manage this certain change.

It becomes even harder to enforce change within organizations, change in terms of organizational structure, processes, procedures, redundancy, personal crisis, operational strategies and more... This programme will give managers and leaders tools to implement changes more smoothly within their organizations and having those changes better accepted while also enhancing a culture of change within their organizations.

Target Audience

Senior Management

Programme Objectives

At the end of this programme, participants will be able to:

- ✓ Understand the psychology of change and expectations of employees.
- ✓ Building effective communication platforms to deliver the value of change for better employee engagement.
- ✓ Equipping employees with knowledge and skills to manage change for increased productivity.
- ✓ Identifying key drivers and risks in the process of change to sustain growth and increase business revenue.
- ✓ Engaging stakeholders to successfully build a supportive and effective change management framework.
- ✓ Measuring the effects of change to boost business performance and value of change.

Programme Outlines

This comprehensive programme will include the following:

- Introduction to Change
 - Defining Change
 - Causes and Drivers of Change
 - The Change Adapting Organization
 - Types of Change
 - Exercise – Applying the Diagram
 - Dimensions of Change
 - Exercise - Main Drivers of Change in Your Organizations
- Preparing for Change
 - Pre-requisites for Change
 - Capacity for Change
 - Actionable First Steps
 - Pressure for Change
 - A Clear Shared Vision
 - Defining your strategy
 - Building the team
 - Developing Belief
 - Exercise: Change and Your Organization
- Resistance to Change & Why Change Doesn't Work
 - Reasons for Resistance
 - Dealing with Ambiguity
- Why Do We Need Change Leaders?
 - Focusing the Change Effort
 - Real Change Leaders
 - Fighting Complacency
 - Case Study: Good or Bad Leader?
 - Exercise – Identifying Your Role Model
- Communicating & Implementing Change
 - The Transition
 - Communicating the Change
 - Clear Communication
 - Common Mistakes
 - Critical Control Points in Change
 - Stakeholder Involvement
 - Led from the top - delivered from the bottom
 - Measured and Monitored
 - Exercise – Critical Analysis of Current Communication Strategy
- Implementing Change
 - 4 Phases in Change Implementation
 - Dangers to Implementation
 - Scope of the change project changes
 - Coping with Change
 - Gaining Support
 - Exercise – Implement Your Strategy!
- Why Do Change Programs Fail?
 - Change Failure
 - Are You Ready for Change?
 - Case Study: Why did it fail?