



*Training Course:
Change Managment*

*23 - 27 June 2025
Casablanca (Morocco)
New Hotel*

Training Course: Change Management

Training Course code: MA7021 From: 23 - 27 June 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4500 € Euro

Introduction:

The world of business is constantly evolving, and managers must adapt to the changing landscape to remain competitive. The ability to push for change and transformation is a crucial skill for managers to possess. This training program is designed to help managers develop the mindset, skills, and strategies necessary to lead change and transformation in their organizations.

Objectives:

- Understand the importance of change and transformation in today's business environment
- Develop a growth mindset and a willingness to embrace change
- Learn techniques for analyzing and diagnosing organizational problems and identifying opportunities for change
- Develop the skills needed to effectively communicate change and transformation initiatives to stakeholders
- Learn how to create and implement change management plans that minimize resistance and maximize buy-in
- Develop leadership skills that inspire and motivate others to embrace change and transformation

Target Audience:

This training program is designed for managers at all levels who are responsible for leading change and transformation initiatives within their organizations. It is particularly relevant for managers in industries that are undergoing rapid change or disruption.

Course Outline:

Day 1:

Understanding the Importance of Change and Transformation

- Introduction to the training program and objectives
- The case for change: why change and transformation are necessary for business success
- The benefits of embracing change and transformation
- Understanding the psychological barriers to change and how to overcome them

Day 2:

Analyzing and Diagnosing Organizational Problems

- Techniques for analyzing and diagnosing organizational problems
- Identifying opportunities for change and transformation
- Assessing the impact of change on stakeholders
- Developing a strategic vision for change and transformation

Day 3:

Communicating Change and Transformation

- Effective communication techniques for change and transformation initiatives
- Creating a compelling message for change and transformation
- Identifying and addressing stakeholder concerns and objections
- Communicating the benefits of change and transformation to stakeholders

Day 4:

Implementing Change Management Plans

- Developing change management plans that minimize resistance and maximize buy-in
- Building a coalition of support for change and transformation
- Managing resistance to change and transformation
- Implementing change and transformation plans

Day 5:

Leading Change and Transformation

- The role of leadership in change and transformation
- Developing leadership skills that inspire and motivate others to embrace change and transformation
- Building a culture of innovation and continuous improvement
- Evaluating the success of change and transformation initiatives

Registration form on the Training Course: Change Management

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