



*Training Course:
Certified Change Management by Prosci*

*16 - 20 February 2025
Dubai (UAE)
Residence Inn by Marriott Sheikh Zayed Road, Dubai*

Training Course: Certified Change Management by Prosci

Training Course code: MA235737 From: 16 - 20 February 2025 Venue: Dubai (UAE) - Residence Inn by Marriott Sheikh Zayed Road, Dubai Training Course Fees: 4500 € Euro

Introduction:

The Certified Change Management by Prosci training program is designed by Global Horizon Training Center to equip professionals with the necessary tools and frameworks to drive successful organizational change. This program is structured around the Prosci ADKAR Model and the Prosci 3-Phase Process for Organizational Change, ensuring participants gain a thorough understanding of change management principles, strategies, and practical applications. Through this training, professionals will be able to lead change initiatives effectively, minimize resistance, and enhance organizational success. The program blends theory with real-world applications to prepare participants for implementing change in their organizations.

Objectives:

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

- Define change management and its significance in organizations.
- Explain the value and benefits of structured change management practices.
- Apply the Prosci ADKAR Model to drive individual change.
- Utilize the Prosci 3-Phase Process for managing organizational change.
- Identify and activate key roles that contribute to successful change initiatives.
- Develop a foundational change management plan tailored to a specific project.
- Analyze resistance to change and implement strategies to mitigate it.
- Integrate change management with project management and business strategy.
- Evaluate change success using measurement frameworks and KPIs.
- Apply best practices and case studies to reinforce learning.

Course Methodology:

This training program utilizes a blended learning approach that includes:

- Instructor-led sessions with expert facilitators.
- Case study analysis of real-world organizational change initiatives.

- Interactive discussions and group exercises to apply learning.
- Workshops focused on developing a practical change management plan.
- Role-playing and simulation exercises for applying change leadership skills.
- Assessments and feedback to reinforce knowledge retention.

Organizational Impact:

Implementing this training program will provide organizations with:

- A structured methodology to manage change effectively and reduce resistance.
- Improved project outcomes by integrating change management principles.
- Increased employee engagement and adoption of change initiatives.
- Better alignment between business objectives and transformation efforts.
- Strengthened leadership and sponsorship for change projects.
- A sustainable framework for managing future organizational changes.

Target Audience:

This program is ideal for:

- Change Managers & Change Leaders
- Project Managers & Program Managers
- Human Resources Professionals
- Executives & Senior Leaders
- IT & Digital Transformation Leaders
- Process Improvement Specialists
- Business Consultants & Analysts
- Anyone responsible for leading or implementing change initiatives

Outlines:

Day 1: Fundamentals of Change Management

- Understanding the concept of change management
- The importance and benefits of structured change management
- Overview of organizational change and its impact
- The psychology of change and employee responses
- Introduction to the Prosci ADKAR Model
- Case study: Successful change initiatives

Day 2: Applying the Prosci ADKAR Model

- Deep dive into the five elements of ADKAR:
 1. Awareness
 2. Desire
 3. Knowledge
 4. Ability
 5. Reinforcement
- Identifying resistance to change and addressing challenges
- Coaching employees through the change process
- Practical workshop: Mapping an ADKAR analysis

Day 3: The Prosci 3-Phase Process for Organizational Change

- Phase 1: Preparing for Change
 - Defining change strategy
 - Assessing organizational readiness
 - Identifying change sponsorship
- Phase 2: Managing Change
 - Developing a change management plan
 - Engaging stakeholders and communication strategies
 - Training and support mechanisms

- Phase 3: Reinforcing Change
 - Measuring adoption and performance
 - Identifying gaps and corrective actions
 - Embedding change into the organizational culture
- Hands-on exercise: Creating a change roadmap

Day 4: Roles and Responsibilities in Change Management

- The role of leadership and sponsorship in change
- Change agents and their influence in organizations
- HR's role in change management
- Engaging middle management in change execution
- Effective communication strategies for change
- Case study: Role activation in successful change

Day 5: Developing and Implementing a Change Management Plan

- Formulating a change management plan for a specific project
- Integrating change management with project management
- Risk assessment and mitigation strategies
- Monitoring and evaluating change initiatives
- Final presentations: Participants present their change management plans
- Feedback and certification process

Registration form on the Training Course: Certified Change Management by Prosci

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- Please find enclosed a cheque made payable to Global Horizon
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