



*Training Course:
Change Managment*

*19 - 23 July 2027
Casablanca (Morocco)*

Training Course: Change Management

Training Course code: MA7021 From: 19 - 23 July 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's rapidly evolving business environment, organizations must continuously adapt to changing market conditions, technologies, and stakeholder expectations. Effective change management is essential to ensure that transitions are smooth, sustainable, and aligned with strategic objectives.

This program, developed by [Global Horizon Training Center](#), equips participants with practical tools and methodologies to plan, implement, and manage organizational change successfully. It focuses on addressing both the technical and human aspects of change, enabling leaders to minimize resistance, enhance engagement, and achieve desired outcomes.

Participants will gain the skills needed to lead change initiatives, communicate effectively, and foster a culture that embraces transformation and continuous improvement.

Course Objectives

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

- Understand the principles and importance of change management
- Identify drivers and types of organizational change
- Develop and implement effective change management strategies
- Manage resistance and engage stakeholders
- Communicate change effectively across the organization
- Apply change management models and frameworks
- Monitor and evaluate change initiatives
- Sustain change and embed it into organizational culture

Target Audience

This program is designed for:

- Managers and Department Heads
- Project and Program Managers
- HR and Organizational Development Professionals
- Team Leaders and Supervisors
- Change Management Practitioners
- Government and Public Sector Employees
- Professionals involved in transformation initiatives

Outline

Day 1: Foundations of Change Management

- Introduction to Change Management Concepts
- Drivers of Organizational Change
- Types of Change Strategic, Operational, Technological
- The Impact of Change on Organizations
- Change Management Models ADKAR, Kotter's 8-Step Model
- Case Studies on Change Initiatives

Day 2: Planning and Preparing for Change

- Assessing Readiness for Change
- Stakeholder Analysis and Engagement
- Developing Change Vision and Objectives
- Building Change Management Plans
- Risk Identification and Mitigation
- Communication Planning for Change

Day 3: Implementing Change Initiatives

- Executing Change Plans
- Leadership Role in Change Implementation
- Managing Resistance to Change
- Communication Techniques During Change
- Engaging and Motivating Employees
- Monitoring Implementation Progress

Day 4: Managing People and Culture During Change

- Understanding the Human Side of Change
- Change Curve and Emotional Responses
- Building Trust and Psychological Safety
- Coaching and Supporting Teams
- Aligning Organizational Culture with Change
- Enhancing Collaboration and Teamwork

Day 5: Sustaining Change and Continuous Improvement

- Measuring Change Success KPIs and Metrics
- Embedding Change into Organizational Processes
- Continuous Improvement Frameworks
- Lessons Learned and Knowledge Sharing
- Building Change Capability in the Organization
- Developing Action Plans for Sustainable Change

Registration form on the Training Course: Change Managment

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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