



*Training Course:
Leading and Managing Change*

*19 - 23 April 2027
Casablanca (Morocco)*

Training Course: Leading and Managing Change

Training Course code: LS1132 From: 19 - 23 April 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's fast-evolving business environment, change is a constant. Factors such as recessions, globalization, technological advancements, and financial crises require businesses to adapt swiftly and effectively. This seminar is designed to help professionals responsible for change management to better understand what drives change, how to manage it effectively, and how to lead and inspire teams during times of transition.

Leaders must be prepared to recognize when change is needed, how to implement it, and how to garner support from stakeholders at all levels of the organization. This highly interactive and practical seminar will provide the tools to communicate change effectively, overcome resistance, and manage cultural aspects of change, ensuring long-term organizational success.

Objectives

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

- Understand the key business drivers for change.
- Recognize when and how to initiate change within your organization.
- Prepare your organization for change, both from a process and people perspective.
- Manage the psychological and emotional responses to change.
- Apply proven strategies for handling resistance and managing stakeholder expectations.
- Lead and communicate change initiatives in a way that wins support and drives successful outcomes.
- Utilize analytical tools to support change decision-making and strategy development.

Target Audience

- Senior Executives and Directors responsible for leading organizational change.
- Managers and Team Leaders who need to guide their teams through periods of transition.
- HR and Organizational Development Professionals focused on change management and workforce alignment.
- Project Managers tasked with leading change initiatives and ensuring successful implementation.
- Department Heads responsible for driving change within specific functional areas.
- Change Agents and Consultants who assist organizations in managing and implementing change.
- Individuals in Leadership Roles preparing to lead their teams or organizations through a significant transformation.

5-Day Training Outline

Day 1: Foundations of Change

- Introduction to change management and leadership roles in change.
- Understanding the business strategy and the need for change.
- Defining strategy and strategic drift.
- Identifying business drivers for change.
- The STEEPLE analysis: Social, Technological, Economic, Environmental, Political, Legal, and Ethical factors.
- Evaluating your organization's current position and readiness for change.

Day 2: Preparing for Change

- Why change often fails and how to avoid common pitfalls.
- The Burke-Litwin Model: Linking external and internal factors to change initiatives.
- Organizational fitness and the Sigmoid curve: Understanding the life cycle of organizations.
- Force Field Analysis: Analyzing the driving and resisting forces in change.
- Tools and frameworks for assessing change readiness Porter's 5 Forces, McKinsey 7s.
- Building a change strategy and aligning with organizational goals.

Day 3: People and Change

- Understanding reactions to change and managing emotional responses.
- The emotional loop and its impact on decision-making.
- Herzberg's motivation theory and Pink's "Drive" theory in change management.
- Stakeholder mapping and RACI analysis Responsible, Accountable, Consulted, and Informed.
- Managing cultural dimensions of change National and corporate culture.
- Building stakeholder value and sustaining engagement during transitions.

Day 4: Leading and Managing Change

- The qualities of an effective change leader.
- Leading by example: Role modeling during change.
- The VIVE model: Leading through Vision, Inspiration, Values, and Empowerment.
- Kotter's Top-Down Leadership and Balogun & Johnson's Middle-Out Leadership models.
- Incremental change: Kaizen and small continuous improvements.
- Communicating change effectively across all levels.
- Winning hearts and minds: Gaining team buy-in and commitment.

Day 5: Culture and Change

- The relationship between organizational culture and successful change.
- Edgar Schein's culture model and the impact of culture on organizational change.
- Building a learning organization: Single and double-loop learning.
- Systems thinking: Understanding the forces that shape organizational behavior.
- Post-change evaluations and feedback for continuous improvement.
- Developing action plans for effective change leadership.
- Final reflections and program summary.

Registration form on the Training Course: Leading and Managing Change

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