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CHANGE MANAGEMENT **4 DAYS**

Frederik Haentjens
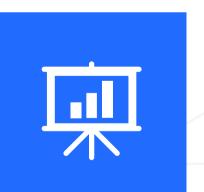
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1. Overview

In this course, you will gain a deep understanding of Change Management principles and strategies, starting with an introduction to the importance of Change Management in organizations and exploring renowned models like Lewin's, Kotter's, ADKAR, and Bridges'. You will learn to assess an organization's readiness for change, conduct impact analysis, and align its culture with the desired changes. Developing a change management plan, setting milestones, and building a skilled change management team will be covered in detail. Effective communication, managing resistance, and providing training and support during change implementation are crucial skills you will acquire.

Furthermore, you will discover methods to evaluate change effectiveness, track performance, and continuously improve change processes. The course also emphasizes the role of leadership in change, addresses change in diverse environments and times of crisis, and explores change management applications across industries. By the end of the course, you will be equipped with the knowledge and tools to lead successful change initiatives and support the well-being of employees throughout the process.

2. Benefits

- Change Readiness Assessment
- Strategic Change Planning
- Stakeholder Engagement
- Effective Communication Strategies
- Resilience Building
- Leadership in Change
- Conflict Resolution in Teams
- Impact Analysis and Risk Mitigation
- Change Evaluation and KPIs
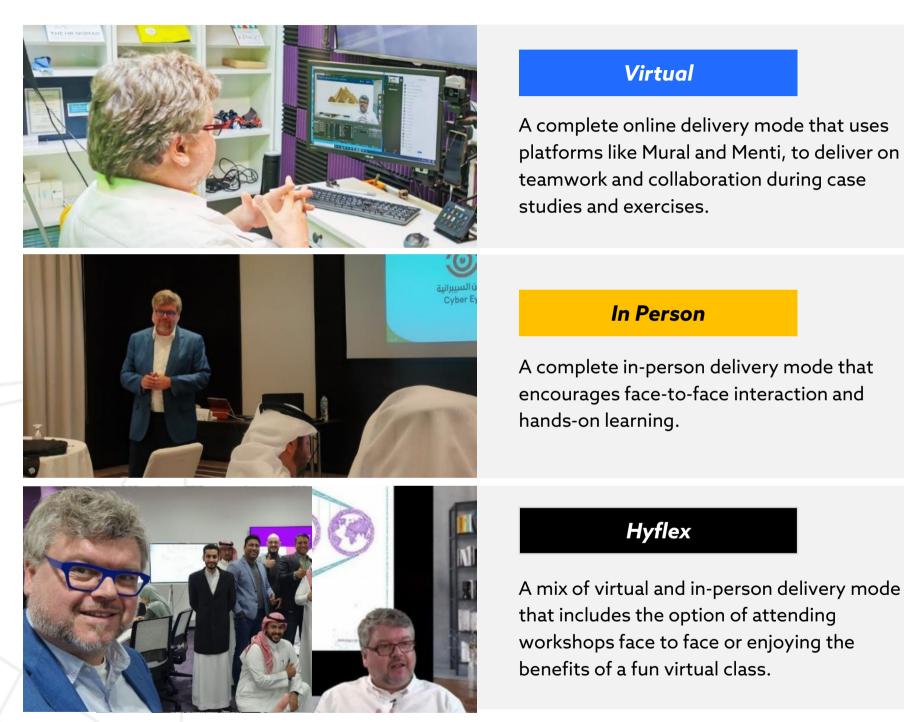- Continuous Improvement Practices

3. Methodology

This is a 3-day course that can be delivered in 3 ways,

Virtual

A complete online delivery mode that uses platforms like Mural and Menti, to deliver on teamwork and collaboration during case studies and exercises.

In Person

A complete in-person delivery mode that encourages face-to-face interaction and hands-on learning.

Hyflex

A mix of virtual and in-person delivery mode that includes the option of attending workshops face to face or enjoying the benefits of a fun virtual class.

Using the latest technology and Augmented class exercises using AI

MURAL   Mentimeter   DALL-E   GPT-3

4. Outcomes

1. Understand the principles and theories of Change Management, including the significance of effective change practices in achieving organizational goals.
2. Analyze an organization's readiness for change, conduct impact assessments, and identify potential challenges and risks to successful change implementation.
3. Develop comprehensive change management strategies, including setting objectives, milestones, and communication plans to engage stakeholders and support successful change initiatives.
4. Implement change management processes, effectively manage resistance, and provide support and training to employees during change implementation.
5. Evaluate the effectiveness of change initiatives using key performance indicators (KPIs) and lessons learned, and apply continuous improvement principles to enhance future change management efforts.
6. Recognize the role of leadership in driving successful change, adapt change management practices to diverse environments and times of crisis, and apply change management principles across different industries and organizational sizes.

5. Equipment

1. Laptop/Computer with internet connection

2. Book with pen/pencil for notes

6. Attendees

Managers and executives responsible for leading and implementing change initiatives within their organizations. Human resources professionals involved in change management, organizational development, and employee engagement. Project managers and team leaders tasked with managing projects involving significant organizational change. Consultants and change agents who assist organizations in navigating change processes. Professionals seeking to enhance their knowledge and expertise in Change Management to advance their careers.

7. Course Instructor

Frederik Haentjens is a Human Capital & Organisational Transformation author, keynote speaker and executive with a focus on Organization Design (OD), Design Thinking, Employee Experience, Digital transformation, innovation and disruption. He blends 20 years of expertise providing a customer-centered yet technologically advanced approach to Digital Transformation.

He helps Middle-Eastern, African and Asian organizations in the public and private sectors to achieve their business challenges and provides coaching to them and their staff in various theories to help achieve long-term goals. Digitalization is one such course, Where in Fred dives deep into the technical aspects as well as behavioral elements to develop a sense of transformation among organizations. With his multi-industry experience, Frederik ensures that his clients are capable and prepared to execute current and future organisational strategies and meet business goals.

He is a strategic professional who works directly with senior executives to align leadership vision, behaviors/practices, culture, measures, strategic workforce planning, performance, and organisation development. He is a creative thinker, designer, problem solver, and decision-maker. He has strong communication, interpersonal relations, coaching/mentoring, change management, and collaborative skills.

Frederik Haentjens

8. Course Outline

Module 1: Introduction to Change Management

1. Understanding Change Management
2. The Need for Change Management
3. Change Management Process
4. Role of Change Agents

Module 2: Analyzing Change Readiness

1. Organizational Readiness Assessment
2. Change Impact Analysis
3. Cultural Assessment and Alignment
4. Stakeholder Analysis and Engagement (2)
5. Theories and Models of Change

Module 3: McKinsey 7S Framework

1. Strategy (Shared Values)
2. Structure
3. Systems
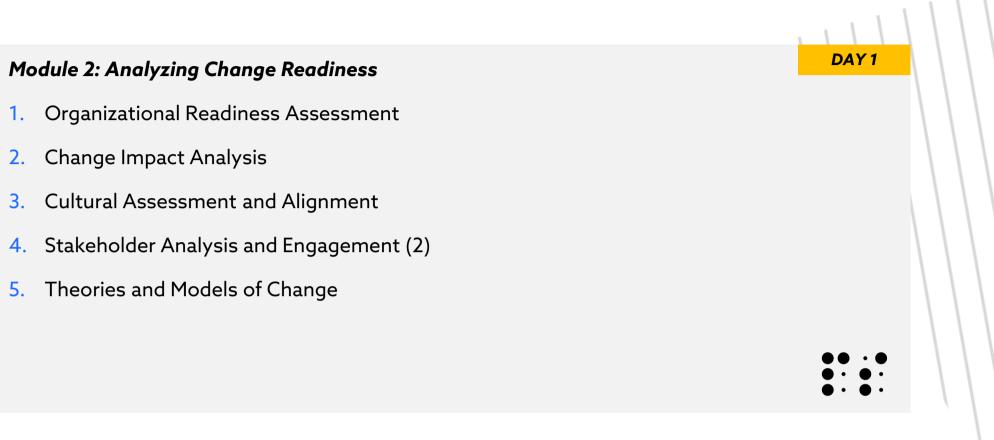4. Shared Vision and Shared Values

8. Course Outline

Module 4: Lewin's Change Management Model
DAY 2

1. Unfreezing Stage
2. Transition Stage
3. Freeze Stage
4. Applying Lewin's Model in Real-world Scenarios

Module 5: Kotter's 8-Step Change Model (Part 1/2)
DAY 2

1. Create a Sense of Urgency (Step 1)
2. Form a Powerful Coalition (Step 2)
3. Create a Vision for Change (Step 3)
4. Communicate the Vision (Step 4)

Module 6: Kotter's 8-Step Change Model (Part 2/2)
DAY 2

1. Empower Employees for Broad-Based Action (Step 5)
2. Generate Short-Term Wins (Step 6)
3. Consolidate Gains and Produce More Change (Step 7)
4. Anchor the Changes in Corporate Culture (Step 8)

8. Course Outline

Module 7:   Planning and Designing Change

1. Developing a Change Management Strategy
2. Building a Change Management Team
3. Communication Planning for Change (4.1 & 4.2)
4. Developing a Change Timeline and Milestones

Module 8: Managing Change Implementation

1. Change Execution and Monitoring
2. Dealing with Resistance to Change (5 – 5.1, 5.2, 5.3)
3. Training and Development for Change
4. Sustaining Change and Reinforcement

Module 9: Change Evaluation and Performance Measurement

1. Evaluating Change Effectiveness
2. Key Performance Indicators (KPIs) for Change
3. Lessons Learned and Best Practices
4. Continuous Improvement in Change Management