



Change Management

Course #: PD-110

Duration: 2 days

Prerequisites

None

Details

This intensive two-day course provides a comprehensive overview of change management, focusing on leading people through organizational change. Participants will gain an understanding of change drivers and types, explore human reactions to change, and learn to apply frameworks to lead successful change initiatives. Through interactive exercises and case studies, they will develop strategies for gaining buy-in, managing resistance, supporting individuals through transitions, and developing a culture that embraces change. At the end of the course, participants will be equipped with a roadmap to prepare for, implement, and sustain organizational change initiatives in a human-centered way.

Software Needed

None

Outline

- **Foundations of Change Management**
 - What is Change Management?
 - Why Change?
 - Internal vs. External Forces of Change
 - Types of Organizational Change
 - The Influence of Digital Transformation
 - AI Change Management
 - Defining and Prioritizing Change Forces
- **Stakeholder Engagement and Inclusion**
 - Change Management = People Management
 - Understanding Stakeholders and Stakeholder Engagement
 - Inclusion and Equity in the Change Process
 - Creating a Stakeholder Analysis
 - Engaging and Managing Stakeholder Reactions
 - WIIFM and Stakeholder Conversations
 - Creating a Stakeholder Engagement Plan
 - Empathy Maps, Journey Maps, and Personas
 - Conducting a Change Impact Analysis
- **The Human Side of Change**
 - Schemata
 - Four Kinds of People

- Understanding Resistance: The Psychology Behind Fear
- Positive vs. Negative Resistance
- 25 Most Common Types of Resistance to Change Factors
- The Change Curve: Emotional Responses to Change
- Common Cognitive Biases that Impact Change Decisions
- Generational Differences in Adapting to Change
- **Readiness and Measurements of Success**
 - Assessing Change Readiness Across the Organization
 - Three Phases of Readiness
 - Four Point Scale
 - Readiness Survey Question Examples
 - Key Dimensions of Change Success
 - Common Measurement Tools
 - Creating a Measurement Framework
 - Comprehensive List of Metrics
- **Change Management Models and Frameworks**
 - Creating a Change Plan
 - Lewin's Change Management Model
 - Kotter's 8-Step Change Model
 - ADKAR: A Model for Individual Change
 - McKinsey 7-S Framework
 - Prosci's Organizational Change Process
 - Model Comparison: Selecting the Right Approach
- **Implementing the Change**
 - Managing the Implementation: Steps and Best Practices
 - The Role of Agile and Iterative Methods in Change
 - Embedding and Sustaining Change Over Time
- **Leading Organizational Change**
 - Leadership Roles in Change Initiatives
 - Adaptive Leadership Styles for Change
 - Developing Emotional Intelligence as a Change Leader
 - Building Individual and Team Resilience
 - Leading in Hybrid and Remote Environments
 - Why Change Fails: Myths, Realities, and Business Impact
 - Ethics and Responsible Change Leadership