MERCURY

Leading and Managing The Change Training Course

7 – 11 June 2027
Washington DC (USA)



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Ref: 1132_1050029 **Date:** 7 – 11 June 2027 **Location:** Washington DC (USA) **Fees:** 8300 Euro

Introduction

This comprehensive leading and managing change course is geared towards enhancing the capabilities of leaders and managers in navigating the complex landscape of organizational change.

It integrates a wealth of essential concepts, including training for change management, leading change courses, and organizational change training to empower those at the helm of transformation initiatives.

Recession, globalization, cheaper technology, and crises in financial markets are just a few causes of enormous change in the business world. A business that stands still will fail, so it becomes imperative to recognize what drives change in our businesses and how to lead and manage the change that inevitably must occur.

Change Management Training: A Key Focus

The constantly evolving business environment necessitates a proficient understanding of maneuvering through change. The training for change management is designed to equip participants with the knowledge and tools necessary to lead successful change across various organizational contexts.

This specialized training underscores the importance of strategic change leadership and provides a pathway to change management certifications for professionals keen on validating their expertise.

Targeted Groups

- Head of departments.
- Managers.
- Supervisors and team leaders.
- Employees who want to get critical skills to improve their careers.

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Course Objectives

At the end of this, leading and managing change course, the participants will be able to:

- Understand what makes change necessary.
- Know exactly when to make the changes.
- Know how to galvanize organizational support for change and win 'hearts and minds' at all levels.
- Being able to communicate changes so people listen.
- Understand the business drivers for change.
- Know the best time to make changes.
- Know how to prepare the organization for change.
- Understand the psychology of change, what motivates people, how they will react, and how to manage those reactions.
- Manage both the corporate and national cultural aspects of change.
- Produce stakeholder value through change.
- Apply a range of analytical tools to assist at each stage of the change.
- Communicate change effectively.

Targeted Competencies

- Leadership skills.
- Management skills.
- Change management.
- Communication skills.

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Course Content

Unit 1: Foundations of Change

- Exploring how change has been a constant factor lays the foundation for the need for training in change management.
- Understanding the relationship between Business Strategy and Change.
- The Importance of Strategy and how it drives organizational change training.
- Strategic Drift and how leading change courses address this issue.
- Utilizing STEEPLE Analysis in a leading change training course.
- Assessing where your organization is currently positioned concerning change.
- Drivers and leading of change.
- Business drivers of change.
- McGahan's trajectories of industry change.
- Competitive strength and competitive advantage.

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Unit 2: Preparing for Change

- Examining why change often fails is informed by insights from change training and change management workshops.
- Most typical causes of failure in change initiatives and what to do about them.
- Causal model of change.
- Use the Burke-Litwin model to underscore the multidimensional nature of change, as explored in change leadership training.
- Financial perspective.
- Customer perspective.
- Business process perspective.
- Learning and growth perspective.
- The balanced scorecard is a tool taught in change management training programs.
- Organizational fitness model.
- The sigmoid curve.
- Change in team management.
- Force field analysis.
- Helpers and blockers for leading change.
- Porter's 5 forces.
- McKinsey 7s.
- Manage change readiness.
- Organizational fitness.
- Timing and readiness for change - critical focus areas in a change management course.
- Analytical tools.

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Unit 3: People and Change

- Reactions to change.
- Managing reactions to change.
- Personal effects of change.
- The emotional loop.
- "Glasser's" drivers.
- ABCD theory.
- "Pink's Drive" theory: rewards and cognitive skills.
- "Herzberg" hygiene and motivational factors.
- Stakeholder mapping.
- Stakeholder management.
- Stakeholder value.
- RACI analysis.
- "Kano's" customer satisfaction model.
- Motivation to change.
- Stakeholders and shareholders.
- Delighting our clients and customers with change.

Unit 4: Leading and Managing Change

- Leading and managing change.
- The leader is a role model.
- The fusion of leading and managing change is pivotal in a leadership and change management course.
- The "VIVE" model is the basis for Change Leadership.
- "Kotter" Top-down leadership.
- "Balogun and Johnson's" middle-out leadership.
- "Kaizen" incremental change.
- Communicating change effectively.
- The "Skyscraper" model for communicating change.
- Winning hearts and minds.
- Delegation, empowerment, and trust are staples in leading change training.

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Unit 5: Culture and Change

- Cultural Dimensions of Change and the impact of corporate culture as explored in change management certificate programs.
- The role of national culture in managing and leading in business.
- Building a learning organization is a critical component of change management seminars.
- A detailed action planning session will crystalize the learnings from the change management training course.
- "Edgar Schein".
- "Cameron and Quinn" culture audit.
- National culture.
- "Trompenaars and Hofstede".
- Building a learning organization.
- Single and double loop learning.
- Systems thinking.
- Laws of the fifth discipline.
- Detailed action planning session.
- Individual action planning.
- Paired challenge, coaching, and discussion.
- Plenary declaration of actions.

In essence, this change management training course is a blend of strategic foresight and practical tools designed for modern leaders intent on steering their organizations successfully through the winds of change.