MERCURY

Strategy, Culture, and Change Management

24 – 28 January 2027
Amman (Jordan)



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Ref: 15120_1079125 **Date:** 24 – 28 January 2027 **Location:** Amman (Jordan) **Fees:** 3300 Euro

Introduction:

Do you want your people to deliver extraordinary performance? Do you want your people to achieve great things and fulfill their potential? Do you want an organizational culture that engages your people? If your answer is yes, you must put the building blocks into place to create an inspirational organization that motivates and empowers your people. Inspirational leaders are visionaries who seek and generate momentum for change. They make a shared vision that engages their people and a culture where people value themselves, each other, the company, and the customers.

Change is a fact of life in all teams, organizations, and countries. Change leadership is vital, and no matter what activities a Leader or Manager becomes involved in, from strategy implementation to making simple amendments to a working system, all require change leadership skills. Every time a Leader or Manager makes a decision, some change occurs. This strategy, culture, and change management course provides guidelines on best practices, current best practices, and skills development in organizational change.

Developing a Change Management Strategy Framework:

Under this new subheading, we delve into creating and implementing a change management strategy framework. This strategy, culture, and change management course includes defining the change management strategy, understanding the types of change management strategies, and exploring a plan for managing cultural change.

Participants in this strategy, culture, and change management training will learn how to develop culture management strategies that align with their change management culture strategy, thus laying a stable foundation for any organizational transformation.

Targeted Groups:

- Head of Departments.
- Managers.
- Supervisors.
- Team Leaders.
- HR Staff.
- Persons who want to gain excellent leadership skills to improve their careers.

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Course Objectives:

At the end of this strategy, culture, and change management course, the participants will be able to:

- Build an organizational vision, direction, and purpose.
- Evaluate the impact of the broader environment on strategy.
- Determine the key features of their organizational culture to determine if it supports the organizational direction.
- Identify opportunities to innovate in the organization.
- Build a compelling message for those they lead.
- Understand organizational culture and how it impacts performance.
- Improve interpersonal relationships.
- Identify the behaviors that build trust and influence.
- Establish a "grounded" change management plan to meet the needs of the global environment.

Targeted Competencies:

By the end of this strategy, culture, and change management training, the participant's competencies will be able to:

- Emotional Intelligence.
- Strategic direction and organizational alignment.
- Personal credibility and trusted influence.
- Communication skills.
- Lead organizational change.

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Course Content:

Unit 1: Leading The Strategic Vision:

- Build an organizational vision.
- Behaviors, values, and stakeholder support for the vision.
- Explore the leadership qualities that will deliver the vision.
- Two fundamental questions on leadership.
- Inspiring others.
- My leadership challenge.

Unit 2: Strategy and the Organisation:

- How does the global environment impact our business?
- Current status: SWOT analysis.
- Strategy: does it support the vision, and how does Porter's 5 forces impact strategy?
- Customer-driven strategy. Do we meet their needs?
- Future projections of need and planning.
- Strategy tree: ensuring alignment.

Unit 3: Inspirational Leadership and Culture:

- The shadow of the leader.
- How do leaders impact the culture and climate of an organization?
- Organizational culture: what is it, and why is it so important?
- How can McKinsey's 7 S tool be used to analyze the organization?
- Identify features of the organizational culture.
- Does our culture support the vision and strategy?
- Identify areas for potential change.

Unit 4: Generating Momentum and Leading Change:

- Lead strategic and cultural change.
- Models of change.
- Change plan: Kotter's Eight Stage model.
- Gain support.
- Overcome resistance.
- Address individual resistance: Winning hearts and minds.

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Unit 5: Inspirational Leadership: Future Action and Intent:

- The anatomy of leadership.
- Inspire by creating meaning: building a compelling vision.
- Learn about inspiring through communication: elevator speech.
- Inspire through trust.
- Inspire by engaging your people.
- Action planning and review.

Unit 6: Understanding Human Psychology and Its Impact on Change Management:

- What is Human Psychology?
- Understand Yourself.
- Develop Self-awareness, Trust, and Communication.
- How Attitudes are Formed?
- Motivate at the Workplace and What Drives People to Be Motivated.
- The Key Drivers of Change.
- The Need for Change Management.

Unit 7: Refreezing and Creating a new Cultural Status Quo:

- Understand what culture is and how it is formulated.
- Hofstedes cultural dimensions theory.
- Understand organizational culture.
- Steps Towards Developing Organizational Culture.
- Enhance and Anchor the New Culture.