MERCURY

Change Management Master (CMM)

27 June – 1 July 2027
Online



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Ref: 16231_1083280 **Date:** 27 June – 1 July 2027 **Location:** Online **Fees:** 1900 Euro

Introduction:

In today's rapidly evolving business environment, organizations face constant transformation to stay competitive and resilient. The Change Management Master CMM course equips professionals with the tools and techniques required to lead, manage, and sustain change successfully. It explores strategic and operational aspects of organizational change.

Participants will gain a deep understanding of the human, cultural, and structural dimensions of change. Through practical insights, case studies, and models, the Change Management Master CMM program equips leaders to plan and implement change effectively. It addresses key elements, including resistance, communication, leadership, and engagement, as vital components of the change process.

Whether leading enterprise-wide transformation or departmental change initiatives, this Change Management Master CMM training course provides a robust framework that ultimately enables professionals to align people, processes, and strategy for sustainable success.

Targeted Groups:

This Change Management Master CMM training targets professionals seeking specialized knowledge and skills:

- Senior executives and managers leading change initiatives.
- HR and organizational development professionals.
- Strategy and transformation consultants.
- Project and program managers handle change-related projects.
- Learning and development managers.
- Team leaders manage transitions.
- Process improvement professionals.
- Risk and compliance officers engaged in transformation programs.
- Professionals preparing for roles in change leadership.
- Government and NGO personnel are overseeing organizational reform.

Targeted Competencies:

Participants will gain the following competencies during the Change Management Master CMM program:

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- Strategic thinking and change visioning.
- Analytical skills for impact assessment.
- Leadership and stakeholder engagement.
- Emotional intelligence in managing transitions.
- Effective communication in high-change environments.
- Risk identification and resistance handling.
- Change sustainability and continuous improvement.
- Agile mindset and cultural transformation.

Course Objectives:

Participants will achieve the following objectives by completing the Change Management Master CMM course:

- Understand core principles and frameworks of organizational change.
- Analyze organizational readiness and assess change impacts.
- Design and implement structured change management strategies.
- Identify and mitigate resistance to change effectively.
- Engage and communicate with key stakeholders.
- Align leadership behavior with transformation goals.
- Apply models to sustain and reinforce change outcomes.
- Monitor change metrics and evaluate success factors.
- Build agile and change-resilient cultures.
- Facilitate transitions using coaching and mentoring techniques.
- Manage emotions and behaviors during change.
- Create value through successful transformation delivery.

Course Content:

Unit 1: Foundations of Change Management:

- Defining change management and its strategic role.
- Key drivers of organizational change.
- Types of change: transformational vs. incremental.
- Common causes of change failure.
- Change management lifecycle overview.
- Aligning change with organizational goals.
- Change management maturity models.
- Introduction to leading frameworks: Kotter, ADKAR, Lewin.
- Establishing a change management office CMO.

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Unit 2: Change Strategy Development:

- Conducting change readiness assessments.
- Identifying business needs and gaps.
- Mapping change initiatives to strategic outcomes.
- Setting measurable goals and success indicators.
- Developing a detailed change strategy roadmap.
- Structuring governance and accountability models.
- Integration of change with project management.
- Aligning organizational culture with change.
- Tools for change impact analysis.

Unit 3: Leadership and Stakeholder Engagement:

- Role of leadership in successful change.
- Identifying and analyzing key stakeholders.
- Stakeholder engagement planning.
- Communication strategies for different audiences.
- Managing expectations and feedback.
- Empowering middle managers as change agents.
- Leadership development for change champions.
- Building coalitions for organizational buy-in.
- Coaching and influencing techniques.

Unit 4: Change Implementation and Execution:

- Creating a change management plan.
- Timeline development and resource planning.
- Communicating change across the organization.
- Addressing and resolving resistance.
- Managing emotional responses to change.
- Supporting team performance during transitions.
- Embedding new behaviors and mindsets.
- Monitoring change adoption and usage.
- Ensuring alignment with business continuity.

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Unit 5: Sustaining and Measuring Change:

- Post-implementation review and assessment.
- Measuring ROI of change initiatives.
- Defining KPIs and success metrics.
- Change reinforcement strategies.
- Continuous improvement and feedback loops.
- Celebrating short-term wins and long-term impact.
- Institutionalizing lessons learned.
- Adjusting change efforts based on results.
- Building a change-ready and adaptive organization.

Final Insights & Key Takeaways:

The Change Management Master CMM course empowers professionals to lead change with clarity, competence, and confidence. It delivers a comprehensive approach that blends strategy, people, and performance. Participants emerge with actionable skills to drive real transformation. A structured change approach is no longer optional—it's essential for sustained organizational success.