



Change Management: Towards Anchoring a Unique Organizational Culture

22 – 26 March 2027
Casablanca (Morocco)



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Introduction:

This change management for a unique organizational culture training course focuses on vital areas of modern Human Resource Management HRM. It is a unique seminar that addresses core HR issues critically and objectively.

This change management for a unique organizational culture course provides a theoretical background, guidelines on best practices, and skills development in organizational development processes, all from an HR perspective. It emphasizes the importance of organizational culture change management.

Organizational Culture Change Case Studies:

This change management for a unique organizational culture course can delve into various organizational culture change case studies, illustrating how different organizations have successfully implemented change initiatives by focusing on their unique organizational cultures.

Participants in this change management for a unique organizational culture course will gain insights into the organizational culture change process through these narratives and learn about the successes and challenges faced during real-life change efforts.

Targeted Groups:

- Professionals and supervisors wish to enhance their change management competencies and understand organizational culture's role in this field.
- Those received training in past years to update on best practices in change management.
- Those who joined an HR or Personnel Department in the past few years have yet to receive formal HR Training.
- HRM personnel must stay current on current practices and trends in change management and managing organizational culture and change.
- Anyone involved in Strategic Management.
- Those who are would benefit from understanding the HR role and function and its relation to organizational culture change.

Course Objectives:

At the end of this change management for a unique organizational culture course, the participants will be able to:

- Design a suitable change management model in their workplace involving strategies to change organizational culture.
- Understand organizational culture.
- Identify change management practices that may be culture-bound.
- Develop practical skills in Organizational Development OD.
- Understand performance management in a multicultural environment.
- Understand Strategic HRM approaches SHRM.
- Describe best practices in working with employees with problems.

Targeted Competencies:

By the end of this change management for a unique organizational culture training, the participant's competencies will:

- Understand performance management in a multicultural setting.
- Organizational Development OD.
- Work Psychology.
- Know the difference between Change Management and Managing Change.
- Methodology and Application.
- Understand Workplace Culture and Change, including unique organizational culture.
- Leadership and Change.

Course Content:

Unit 1: Understanding Human Psychology and Its Impact on Change Management:

- What is Human Psychology?
- Understand Yourself.
- Developing Self-awareness, Trust, and Communication.
- How are Attitudes formed?
- Motivation at Workplace and What Drives People to be Motivated.
- The Key Drivers of Change.
- The Need for Change Management and Organizational Culture.

Unit 2: Approaches to Organizational Change:

- Where do you start with Organizational Change?
- Anticipated Reaction to Change.
- Define the requirements for change.
- Define the Scale of Organizational Change.
- Approaches to Organizational Culture Change Theory.
- Steps required to Implement change.
- How to Sustain Change?
- Know the impact of Appreciative Inquiry on Change Management.
- Organizational Alignment around the Change.

Unit 3: Change Management and Change Leadership:

- Difference between Change Management and Change Leadership.
- What is an Organizational Culture?
- How Does an Organizational Culture Develop?
- Understand the significance of Leadership and Culture in Change Management.
- Change Management and Emotional Intelligence Impact on Organization Performance.
- The Key Components of Emotional Intelligence Link to Leadership.
- Emotional Quotient EQ vs. Intelligence Quotient IQ.

Unit 4: Organizational Development OD:

- What is Organizational Development?
- Introduction to Performance Management Tool Namely, the Balanced Scorecard.
- Define Strategy and How to Translate It into Action and Execution.
- SWOT and PESTEL Analysis.
- Barriers and Success Factors to Strategy Execution - Culture, Leadership and Human Factors.
- Build a Strategy-Focused Organization SFO.
- Introduction to Strategy Maps.

Unit 5: Refreezing and Creating a new Cultural Status Quo:

- Understand what culture is and how to formulate it.
- Hofstede's cultural dimensions theory.
- Understand organizational culture and change.
- Steps towards developing organizational culture.
- Strategies to Change Organizational Culture.
- Enhance and Anchor the New Culture.