MERCURY

Change Management in Banks for Unique Organizational Culture

4 – 8 April 2027
Istanbul (Turkey)



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Ref: 15194_287311 **Date:** 4 – 8 April 2027 **Location:** Istanbul (Turkey) **Fees:** 4900 Euro

Introduction:

Banks face unprecedented challenges and opportunities in the rapidly evolving financial sector that necessitate effective change management strategies. The banking industry's dynamic nature, driven by technological advancements, regulatory updates, and shifting customer expectations, requires banks to adapt continually to maintain competitiveness and ensure sustainable growth.

This course on Bank Change Management delves into the intricacies of navigating organizational change within the banking sector, emphasizing the pivotal role of unique organizational culture in facilitating successful transformations. Understanding and leveraging an institution's distinct culture can significantly enhance the implementation of change initiatives, fostering an environment that supports innovation, resilience, and continuous improvement.

This bank change management and unique organizational culture course explores case studies, theoretical frameworks, and practical applications to equip banking professionals with the knowledge and skills to manage change effectively while preserving and enhancing their organization's unique cultural identity.

Targeted Groups:

- Senior Executives.
- Middle Management.
- Human Resources Professionals.
- Change Management Specialists.
- Organizational Development Teams.
- IT and Technology Leaders.
- Customer Experience Managers.
- Risk Management Officers.
- Compliance Officers.
- Training and Development Coordinators.
- Branch Managers.
- Financial Analysts and Strategists.
- Marketing and Communications Teams.
- Corporate Culture Advocates.
- Operations Managers.

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Course Objectives:

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

- Understand the fundamentals of change management in the banking sector.
- Analyze the impact of organizational culture on change initiatives.
- Develop strategies for aligning change efforts with the unique culture of the organization.
- Identify best practices for managing resistance to change.
- Enhance leadership skills for guiding teams through change.
- Improve communication techniques to support change processes.
- Foster a culture of innovation and continuous improvement.
- Evaluate the effectiveness of change management strategies.
- Strengthen stakeholder engagement during change initiatives.
- Apply risk management principles to change projects.
- Cultivate adaptability and resilience in a rapidly changing environment.
- Promote collaboration and teamwork during organizational transitions.

Targeted Competencies:

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

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- Strategic Thinking.
- Leadership Skills.
- Change Management Techniques.
- Cultural Awareness.
- Communication Skills.
- Conflict Resolution.
- Stakeholder Engagement.
- Project Management.
- Risk Assessment.
- Innovation and Creativity.
- Adaptability.
- Emotional Intelligence.
- Analytical Skills.
- Customer-Centric Approach.
- Collaboration and Teamwork.

Course Content:

Unit 1: Foundations of Change Management in Banking:

- Explore the principles of change management.
- Understand the drivers of change in the banking sector.
- Study the change management lifecycle.
- Analyze the role of leadership in change initiatives.
- Examine case studies of successful change in banks.

Unit 2: Assessing and Leveraging Organizational Culture:

- Define organizational culture and its components.
- Learn methods for assessing a bank's unique culture.
- Identify cultural strengths and areas for improvement.
- Understand how culture impacts change readiness.
- Develop strategies to align change with organizational culture.

Unit 3: Planning and Implementing Change:

- Set clear objectives for change initiatives.
- Create detailed change management plans.
- Understand project management principles in change.
- Identify and engage key stakeholders.
- Develop communication strategies to support change.
- Utilize tools and frameworks for effective change implementation.

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Unit 4: Managing Resistance and Building Support:

- Recognize common sources of resistance to change.
- Learn techniques for addressing and reducing resistance.
- Foster a supportive environment for change.
- Engage employees at all levels in the change process.
- Build and sustain momentum for change initiatives.
- Monitor and adjust strategies to overcome challenges.

Unit 5: Sustaining Change and Continuous Improvement:

- Evaluate the outcomes of change initiatives.
- Measure the impact on organizational performance.
- Identify lessons learned and best practices.
- Establish mechanisms for continuous improvement.
- Foster a culture of innovation and adaptability.
- Plan for long-term sustainability of changes.
- Ensure alignment with evolving industry trends and regulatory requirements.