MERCURY

# Culture & Change Management in HR

15 – 26 March 2027
Amsterdam (Netherlands)



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Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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**Ref:** 15119_294244 **Date:** 15 – 26 March 2027 **Location:** Amsterdam (Netherlands) **Fees:** 9500 Euro

## Introduction:

This critical HR change management and 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 HR change management and organizational culture course also provides a theoretical background, guidelines on best practices, and skills development in organizational development processes, all from an HR perspective.

## The Important Role of HR in Change Management:

Understanding change management in HR is essential for any organization looking to adapt and thrive in a constantly evolving business landscape. Change management in HR refers to the methodologies and practices used to steer and manage change within an organization's human resources function and, by extension, the entire company culture.

Organizational culture and change management are deeply interconnected, and the culture change management process is pivotal to successfully implementing transformations within a company. This course provides insights into this intricate relationship and offers strategic approaches to navigating changes effectively.

## Targeted Groups:

- Top Management.
- HR Management.
- HR Staff.
- Managers and Heads of Departments.
- Individuals seeking to improve their careers with new skills and knowledge.
- Professionals and Supervisors aiming to enhance change management competencies.
- People need to update their expertise in Change Management best practices.
- Newcomers to HR or Personnel Departments requiring formal HR Training.
- HRM personnel want to stay current with changing practices and trends.
- All levels of HR involvement.
- Those benefiting from an understanding of the HR role and function.

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## Course Objectives:

Participants in this HR change management and organizational culture course will gain the ability to:

- Design a change management model in their workplace.
- Comprehend organizational culture.
- Identify culture-bound change management practices.
- Develop practical OD skills.
- Understand performance management in a multi-cultural environment.
- Describe SHRM approaches.
- Address employee challenges effectively.
- Prioritize HR activities, creating value.
- Maximizing manpower.
- Develop a significant organizational savings action plan.
- Master the HR strategic model.
- Employ predictive forecasting.
- Optimize the efficiency of succession planning.
- Explain the 10 critical areas for HR improvement.
- Implement beneficial organizational changes.
- Update professional skills in HR.
- Explain the integrated HR concept.
- Adopt a common and auditable approach in HR.
- Introduce a business-centric approach to HR management.
- Utilize a standard strategic model and approach with the HR two-stage model.

## Targeted Competencies:

Participants' competencies in this HR change management and organizational culture training will:

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- Performance Management in diverse cultures.
- Organisational Development OD.
- Work Psychology.
- Change Management vs. Managing Change.
- Methodology and Application.
- Workplace Culture and Change.
- Leadership Role in Change.
- Strategic Planning.
- Matrix Management.
- Business Efficiency and Effectiveness.
- Manpower Planning.
- Predictive Forecasting.
- Creating Business Value.
- Business Process Re-engineering.

## Course Content:

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

- Exploring Human Psychology.
- The Iceberg Concept.
- Self-awareness, Trust, and Communication.
- Attitude Formation.
- Workplace Motivation.
- Drivers of Change.
- The Necessity of Change Management.

### Unit 2: Approaches to Organizational Change:

- Starting Points for Organizational Change.
- Anticipating Change Reactions.
- Determining the Need for Change.
- Change Scale Definitions.
- Organizational Change Strategies.
- Implementing and Sustaining Change.
- Appreciative Inquiry Role.
- Aligning Organizations with Change.

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## Unit 3: Change Management and Change Leadership:

- Psychological Change Phases.
- Change Management versus Change Leadership.
- Cultures' Influence on Change Management.
- Emotional Intelligence in Organization Performance.
- Emotional Quotient EQ versus Intelligence Quotient IQ.

## Unit 4: Organisational Development OD:

- Defining OD.
- Introducing the Balanced Scorecard.
- Strategy Translation into Action.
- SWOT and PESTEL Analysis.
- Strategy Execution Barriers and Success Factors.
- Strategy Focused Organisation SFO Building.
- Strategy Mapping.

## Unit 5: Developing Performance Contracts Framework and Scoring Mechanism:

- Business Plan Methodology for Strategic Direction.
- CEO and Managerial Performance Contracts.
- Balanced Scorecard and Scoring Mechanism Development.

## Unit 6: HR as the Strategic Partner:

- Strategic HR Processes.
- HR Strategic Role Checklist.
- HR Creativity and Strategy.
- Strategic Action Plans.
- HR in Matrix Management.
- Human Resource Efficiency Examination.

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## Unit 7: Making HR Effective - 10 Decisive Actions to Make a Difference:

- The Evolution of HR.
- Tomorrow's Successful HR Department Structure.
- HR and Added Value.
- Manpower Planning Techniques.
- Organizational Structure Maximization.
- Managerial Ratio Understanding.

## Unit 8: New Look at Advances in Recruitment, Training, and Techniques to Maximise Human Performance:

- Recruitment Process Innovation.
- Testing and Profiling.
- Enhanced Interviewing Techniques.
- Professional Interviewing Practices.
- Training Model Efficiency.
- Training Evaluation and Value.
- Pay and Reward Efficiency.
- Talent Management Model.
- Differentiation and Bonus Schemes.

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## Unit 9: New Performance and Value Approaches to Performance, Competence, Appraisal, and Succession Planning:

- Organizational Performance Standards.
- Predictive Forecasting Importance.
- Pay-for-performance models.
- Competence Measurement.
- Appraisal Cost and Improvement.
- New Approaches to Succession Planning.

## Unit 10: Business Process Re-Engineering and Measuring HR ROI:

- Business Process Re-engineering BPR Value.
- BPR Basics.
- IBM and Levis Case Studies.
- Executing BPR.
- Creating and Measuring HR Value.
- HR ROI Formula.