MERCURY

Organizational Culture & Change Management Strategy Course

29 March – 2 April 2027
Lisbon (Portugal)



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Ref: 15456_308631 **Date:** 29 March – 2 April 2027 **Location:** Lisbon (Portugal) **Fees:** 5600 Euro

Introduction:

This Organizational Culture and Change Management Strategy training course is focused on vital areas of modern Human Resource Management HRM. It is a distinctive seminar that addresses core HR issues from a fresh and critical perspective.

The Organizational Culture and Change Management Strategy course furnishes a theoretical background, offers guidelines on best practices, and advances skills development in organizational development OD processes, all viewed through the lens of HR.

Organizational culture is the foundation upon which change management strategies are built. Effective change management respects and harnesses organizational culture's unique characteristics, molding strategies that align with an organization's cultural context.

This Organizational Culture and Change Management Strategy course envisions change management and culture not as distinct entities but as coalescing elements that shape and sustain organizational change.

Targeted Groups:

- Professionals and Supervisors who wish to enhance their competencies in change management.
- Individuals who received their training in years past need to be updated with current best practices in Change Management.
- HR practitioners who have recently joined an HR or Personnel Department need more formal HR Training.
- HRM personnel must remain current on best practices and trends in change management and organizational development.
- Anyone involved in Strategic Management who would benefit from insights into the HR role and function.

Course Objectives:

By the end of this Organizational Culture and Change Management Strategy course, participants will be able to:

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- Implement an organizational change management strategy that aligns with the unique organizational culture.
- Design a culturally informed change management model for their workplace.
- Understand the intricate relationship between organizational culture and change management.
- Identify change management practices that align with the culture and the benefits of organizational change management.
- Develop practical Organisational Development OD skills.
- Navigate performance management within diverse cultural contexts.
- Employ Strategic HRM approaches SHRM effectively.
- Recognize best practices for assisting employees through change.

Targeted Competencies:

The target competencies in this Organizational Culture and Change Management Strategy training will:

- Apply Performance Management in a multi-cultural setting.
- Understand and apply Organisational Development OD principles.
- Work Psychology about change management.
- Differentiate between Change Management and Managing Change.
- Methodology and Application of change management tools and best practices.
- Gain an in-depth appreciation of Workplace Culture and Change.
- Lead and manage change in an organization.

Course Content:

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

- Explore Human Psychology.
- Develop self-awareness, trust, and communication skills.
- Formate attitudes.
- Motivate at the workplace and drivers of motivation.
- Identify key drivers of change.
- Define organizational change management and its necessity.

Unit 2: Approaches to Organizational Change:

- Start points for organizational change.
- Anticipate reaction to change processes.
- Understand the requisites of change.
- Scale organizational change.
- Methodologies for organizational change.
- Implement and sustain change effectively.
- Appreciative Inquiry role in change Management.
- Align the organization around change efforts.

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Unit 3: Change Management and Change Leadership:

- Distinctions between Change Management and Change Leadership.
- The development of organizational culture.
- Explore the role of leadership in shaping culture and managing change.
- The impact of Change Management and Emotional Intelligence on organizational performance.
- Emotional Intelligence and its components in leadership contexts.
- Compare the Emotional Quotient EQ with the Intelligence Quotient IQ.

Unit 4: Organizational Development OD:

- Unravel Organisational Development OD.
- Overview of performance management tools such as the Balanced Scorecard.
- Define and execute strategy.
- Utilize SWOT and PESTEL analyses.
- Identify barriers and success factors in strategy execution.
- Build a strategy-focused organization SFO.
- Strategy Maps - an introduction.

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

- Formulate an understanding of culture.
- Apply Hofstedes cultural dimensions theory.
- Steps towards cultivating a positive organizational culture.
- Techniques for anchoring an enhanced organizational culture.