MERCURY

# Culture and Change Management Conference

1 – 5 February 2027
Vienna (Austria)

Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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# Culture and Change Management Conference

**Ref:** 15920_338559 **Date:** 1 – 5 February 2027 **Location:** Vienna (Austria) **Fees:** 5900 Euro

## Introduction:

The Culture and Change Management conference is a premier platform for professionals, thought leaders and change agents to explore the dynamic interplay between organizational culture and transformative change. In today's fast-evolving business landscape, fostering an adaptive and resilient culture is critical to achieving sustainable success.

This Culture and Change Management conference delves into strategies for navigating change, aligning cultural values with organizational goals, and empowering leadership to drive impactful transformations. Participants will gain actionable insights, innovative tools, and best practices to build agile organizations that thrive amid complexity and change.

The Culture and Change Management conference explores the relationship between change management and organizational culture. It focuses on how organizational culture and change management work together to drive effective business transformation. Attendees will learn the intricate dynamics of change management and culture, emphasizing the role corporate culture and change management play in creating sustainable change.

Participants in this Culture and Change Management training highlight strategies for mastering change and culture management to ensure smoother transitions and lasting impacts. They will learn how culture and change management can shape the future of your business, enabling culture and change management for business transformation.

## Targeted Groups:

- Organizational Leaders and Executives.
- Human Resource Professionals.
- Change Management Specialists.
- Corporate Trainers and Coaches.
- Business Strategists and Consultants.
- Team Managers and Supervisors.
- Employee Engagement and Culture Officers.
- Innovation and Transformation Experts.
- Academic Researchers in Organizational Behavior.
- Professionals in Mergers, Acquisitions, and Restructuring.

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## Conference Objectives:

At the end of this Culture and Change Management conference, the participants will be able to:

- Explore effective strategies for managing organizational change.
- Understand the role of culture in driving successful transformations.
- Equip leaders with tools to align culture with business goals.
- Foster knowledge sharing on best practices in change management.
- Highlight the impact of leadership on cultural transformation.
- Address challenges in cultivating an agile and resilient workforce.
- Provide actionable insights for enhancing employee engagement.
- Promote collaboration across departments for cohesive change efforts.
- Discuss innovative approaches to overcoming resistance to change.
- Encourage networking and learning among change management professionals.

## Targeted Competencies:

By the end of this Culture and Change Management training, the participant's competencies will:

- Change Management Leadership.
- Organizational Culture Analysis.
- Strategic Decision-Making.
- Employee Engagement Strategies.
- Effective Communication Skills.
- Conflict Resolution and Mediation.
- Innovation and Adaptability.
- Stakeholder Collaboration.
- Resilience Building in Teams.
- Cultural Transformation Techniques.

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## Conference Content:

### Unit 1: Understanding Organizational Culture and Change:

- Explore the fundamental concepts of organizational culture and its influence on change.
- Examine different types of organizational cultures and their characteristics.
- Identify the relationship between organizational culture and change management success.
- Analyze case studies of organizations that successfully managed cultural transformation.
- Discuss how cultural assessments can guide change initiatives.
- Understand the role of leadership in shaping organizational culture.

### Unit 2: Strategies for Leading Change in Organizations:

- Learn frameworks for designing and implementing effective change management strategies.
- Discover methods to assess organizational readiness for change.
- Develop skills to manage resistance and encourage buy-in.
- Explore the role of communication in leading successful change.
- Understand the importance of creating a vision for change that aligns with culture.
- Discuss the role of emotional intelligence in change leadership.

### Unit 3: Building a Culture of Innovation and Agility:

- Examine how to create a culture that fosters innovation and adaptability.
- Learn techniques to encourage creative thinking within teams.
- Identify ways to implement agile practices across the organization.
- Understand the role of psychological safety in fostering innovation.
- Explore how leadership can cultivate an environment of continuous improvement.
- Discuss the connection between cultural agility and business performance.

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## Unit 4: Employee Engagement and Culture Alignment:

- Explore strategies for aligning employee engagement with organizational culture.
- Learn how to assess and enhance employee satisfaction during times of change.
- Discuss methods to empower employees as change agents.
- Understand the importance of trust and transparency in change management.
- Identify the role of feedback and recognition in maintaining high engagement levels.
- Examine how culture influences motivation and retention during transformation.

## Unit 5: Measuring the Impact of Culture and Change:

- Understand key performance indicators KPIs for measuring cultural and change success.
- Learn how to track and evaluate the effectiveness of change management initiatives.
- Explore tools for assessing the long-term impact of cultural shifts.
- Discuss methods for collecting data on employee engagement and satisfaction.
- Review how organizational culture impacts overall business performance.
- Develop skills to refine change strategies based on feedback and outcomes.