



Culture and Change Management in HRM

11 - 15 Nov 2024
Casablanca (Morocco)



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Ref.: 15108_249806 **Date:** 11 - 15 Nov 2024 **Location:** Casablanca (Morocco) **Fees:** 3000 Euro

Introduction:

This vital culture and change management in HRM training course focuses on the key areas of modern Human Resource Management HRM. It is a distinguished seminar that tackles core HR issues critically and evaluatively.

Participants in this culture and change management in HRM course will gain a theoretical background and guidelines on best practices and skill enhancement in organizational development processes from an HR perspective. The course intertwines elements of culture and change management throughout.

The Role of HR in Change Management:

Change management in HR is crucial in guiding organizations through transition periods while maintaining and developing a constructive work culture. With a comprehensive HR change management plan, HR professionals actively shape the culture management in HRM.

Throughout this culture and change management in HRM course, participants will explore the pivotal role of HRM in change management and be equipped with the knowledge to manage both cultural change and business transformation effectively.

Targeted Groups:

- Professionals and Supervisors who wish to enhance their competencies in change management.
- Those who received their training in past years need an update on the best practices in change management.
- Those who have joined an HR or Personnel Department in the past few years but have no formal HR Training.
- HRM personnel must stay informed on current practices and trends in change management and organizational development.
- Anyone involved in HRM at all levels.
- Those who would benefit from an understanding of the HR role and function.

Course Objectives:

By the end of this culture and change management in HRM course, participants will be able to:

- Design a suitable change management model in their workplace.
- Understand the 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.
- Comprehend Strategic HRM approaches SHRM.
- Describe best practices in working with employees with problems.

Targeted Competencies:

At the end of this culture and change management in HRM training, participants competencies will:

- Performance Management in a multicultural setting.
- Organizational Development OD.
- Work Psychology.
- Distinguishing between Change Management and Managing Change.
- Methodology and Application in change management.
- An Understanding of Workplace Culture and Change.
- Leadership and Change.

Course Content:

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

- What is Human Psychology?
- The Tip of the Iceberg Concept.
- Understand workplace dynamics.
- Develop Self-awareness, Trust, and Communication.
- Formation of Attitudes.
- Workplace Motivation and Drivers.
- The Key Drivers of Change.
- The Essential Role of Change Management in HRM.

Unit 2: Approaches to Organizational Change:

- Initiate Organizational Change.
- Anticipated Reactions to Change.
- What are typically the things that are required to Change?
- Define the Scale of Organizational Change.
- Different Approaches to Organizational Change.
- Steps to Implement Change.
- Sustain Organizational Change.
- Appreciative Inquiry's Impact on Change Management.
- Organizational Alignment around Change.

Unit 3: Change Management and Change Leadership:

- The Five Psychological Phases of Change.
- Distinguishing between Change Management and Change Leadership.
- Know the Influence of Leadership and Culture in Change Management.
- The Importance of Emotional Intelligence in Organizational Performance and Change Management.
- The Key Components of Emotional Intelligence Link to Leadership.
- Emotional Quotient EQ versus Intelligence Quotient IQ.



Unit 4: Organizational Development OD:

- An Introduction to Organizational Development.
- Performance Management Tools, specifically the Balanced Scorecard.
- Strategy Translation into Action and Execution.
- SWOT and PESTEL Analysis.
- Factor Influencing Strategy Execution - Culture, Leadership, and Human Factors.
- Building a Strategy-Focused Organization SFO.
- Introduction to Strategy Maps.

Unit 5: Developing Performance Contracts Framework and Scoring Mechanism:

- Methodology for Developing a Business Plan to Achieve the Strategic Direction of the Organization.
- Implement a Performance Contracts Framework between the CEO and Functional Managers.
- Create a Balanced Scorecard and Scoring Mechanism for your organization using EXCEL.



**Registration form on the :
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