# Change Management: Towards Anchoring a Unique Organizational Culture 

Ref.: 15194_274493 Date: 21 - 25 Jul 2024 Location: Sharm El-Sheikh (Egypt) Fees: 3500 Euro

## Introduction:

This Culture \& Change Management training course focuses on vital areas of modern Human Resource Management HRM. It is a unique seminar that addresses core HR issues in a critical and evaluative way. This course also provides a theoretical background, guidelines on best practice, and skills development in organizational development processes, all from an HR perspective.

## Targeted Groups:

- Professionals and Supervisors who wish to enhance their competencies in change management
- Those who received their training in past years and need to be brought up to date with best practice in Change Management
- Those who have joined an HR or Personnel Department in past few years but who have no formal HR Training
- HRM personnel who need to stay up-to-date on current practices and trends in change management and organizational development
- Anyone involved in Strategic Management
- Those who would benefit from an understanding of the HR role and function.


## Course Objectives:

At the end of this course the participants will be able to:

- Design a suitable change management model in their workplace
- Understand organizational culture
- Identifying change management practices that may be culture-bound
- Develop practical skills in Organisational Development OD
- Understand performance management in a multi-cultural environment
- Understand Strategic HRM approaches SHRM
- Describe best practice in working with employees with problems


## Targeted Competencies:

- Performance Management in a multi-cultural setting
- Organisational Development OD
- Work Psychology
- The Difference between Change Management and Managing Change
- Methodology \& Application
- An Understanding of Workplace Culture and Change
- Leadership and Change


## Course Content: <br> Unit 1: Understanding Human Psychology and Its Impact on Change Management:

- What is Human Psychology?
- Understanding Yourself
- Developing Self-awareness, Trust, and Communication
- How Attitudes are formed?
- Motivation at Workplace and What Drives People to be Motivated
- The Key Drivers of Change
- The Need for Change Management


## Unit 2: Approaches to Organizational Change:

- Where do you start with Organizational Change?
- Anticipated Reaction to Change
- What are typically the things which are required to Change?
- Define the Scale of Organizational Change
- Approaches to Organizational Change
- Steps required to Implement Change
- How to Sustain Change?
- What is the impact of Appreciative Inquiry on Change Management?
- Organizational Alignment around the Change


## Unit 3: Change Management and Change Leadership:

- Difference between Change Management and Change LeadershipWhat is an Organizational Culture?
- How Does an organizational Culture Developed?
- Leadership and Culture in Change Management
- Change Management and Emotional Intelligence impact on Organization Performance
- The Key Components of Emotional Intelligence Link to Leadership
- Emotional Quotient EQ vs. Intelligence Quotient IQ


## Unit 4: Organisational Development OD

- What is Organisational Development?
- Introduction to Performance Management Tool Namely the Balanced Scorecard
- Defining Strategy and How to Translate It into Action and Execution
- SWOT and PESTEL Analysis
- Barriers and Success Factors to Strategy Execution - Culture, Leadership and Human Factors
- Building a Strategy Focused Organisation SFO
- Introduction to Strategy Maps


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

- Understanding What is culture and How it is formulated.
- Hofstede's cultural dimensions theory
- Understanding organizational culture.
- Steps towards developing organizational culture.
- Enhancing and Anchoring the new culture.


# Registration form on the : Change Management: Towards Anchoring a Unique Organizational Culture code: 15194 From: 21 - 25 Jul 2024 Venue: Sharm El-Sheikh (Egypt) Fees: 3500 Euro 

 Complete \& Mail or fax to Mercury Training Center at the address given below
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## Person Responsible for Training and Development

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