



## Culture & Change Management

03 - 14 Mar 2025  
Amsterdam (Netherlands)



# Culture & Change Management

**Ref.:** 15119\_277467 **Date:** 03 - 14 Mar 2025 **Location:** Amsterdam (Netherlands) **Fees:** 8500 Euro

## Introduction:

This important 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:

- Top Management
- HR Management
- HR Staff
- Managers & Head Of Departments
- Persons who want to get new skills and knowledge to improve their career
- 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 HRM at all levels
- 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
- Prioritize HR activities and identify what produces value
- Take action to maximize manpower
- Have compiled an action plan that will produce significant organizational savings
- Master the new HR strategic model
- Master how to do predictive forecasting
- Reduce the cost and significantly improve the efficiency of succession planning
- Master business process reengineering and be able to apply the techniques both in HR and in other areas of the business
- Explain to others the 10 key areas where the Human resource can be significantly improved
- Implement change that will have a visible benefit to the organization

- Update their professional skills to be ahead in HR thinking and abilities
- Explain to others the new integrated HR concept and how it will add value to any business in either the public or private sector
- Adopt a common and auditable approach throughout HR
- Provide the organization with a much more business approach to HR management
- Operate a common strategic model and approach using the HR two-stage model

## **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
- Strategic Planning
- Matrix Management
- Business Efficiency & 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:**

- What is Human Psychology?
- Tip of the Iceberg Concept
- 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:**

- The Five Psychological Phases of Change and their Effective Management
- Difference between Change Management and Change Leadership
- 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: Developing Performance Contracts Framework and Scoring Mechanism:**

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

## **Unit 6: HR as the Strategic Partner:**

- The New Strategic process for HR
- The 10 input checklist for Strategic HR
- The role of creativity in HR strategy
- How to translate Strategy into action - the value of Strategic Action Plans
- HR's role in Matrix management and measuring results
- Review "Can the human resource be improved at no extra cost?". Ten areas where a real difference can be made

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

- The new shape of HR
- The internal structure needed for tomorrow's successful HR departments
- Does added value apply to HR?
- Manpower Planning - use of Manpower Projective Techniques
- Maximizing organizational structures to enhance productivity - how downsizing and right-sizing work
- Understanding the new ratios for supervisors and managers

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

- Recruitment - The new approach to recruitment processes
- How testing and profiling can make a real efficiency difference
- How to improve the questioning process using the latest in behavioral techniques
- Tips and techniques used by interviewing professionals
- Professional interviewing in practice
- Training - The new training efficiency model
- Techniques to determine which training provides value to the organization
- How to evaluate training
- Valuing and costing training and the use of a prioritizing system to get outstanding value from the training budget specialist handout
- Maximizing efficiency through pay and rewards
- Concepts of value using the new talent model
- Two major improvements in efficiency - the use of differentiation and bonus schemes

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

- Understanding Performance - Setting organizational performance standards
- Need for predictive forecasting
- Paying for performance
- Understanding how competencies are structured and how to realistically measure them
- Performance appraisal - understanding the cost of appraisal and how to improve it
- Techniques to improve appraisal techniques and to maximize the value of training
- New approach - new results
- Software needed
- 5 Succession Plans - what is the organization value of PDPs?
- The three approaches to targeted succession planning

## **Unit 10: Business Process Re-Engineering and How to Measure the Return On Investment on HR Activities:**

- BPR - Understand the immense value Business Process Re-engineering offers
- What is BPR?
- IBM and Levis Case Study
- How to do BPR?
- Creating and Measuring value from HR
- Practical examples
- The HR ROI formula



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**code:** 15119 **From:** 03 - 14 Mar 2025 **Venue:** Amsterdam (Netherlands) **Fees:** 8500 **Euro**

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