

# € TRAINING

Seminar: Change Management and Strategic Transformation



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## Introduction :

This training course introduces the concept and management of change for organizations and their employees, and this course is largely based on analyzing aspects of change, and looking at the problems that can be faced in such situations, where the process begins with the formation of work teams to develop a strategic plan for change management and then implement it using the knowledge and techniques they have learned. In this course, participants also get the opportunity to listen to change leaders and their successful experiences in managing change.

## Course objectives

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

- Anticipate change and deal with it effectively.
- Link leadership and change with the available models and take advantage of this relationship to plan appropriately for the upcoming changes.
- Interact with resistance to change and find ways to reduce or eliminate such concerns in order to achieve desired goals.
- Plan and implement the change communication process in a manner conducive to success.
- Dealing with the limitations imposed by existing cultures and helping to find ways to effectively reduce or overcome them in a professional manner

## Targeted Audience

- Change managers and business development specialists.
- Change management team members.
- Reorganization and Merger Coordinators.
- Institutional change implementers.
- Interested in learning how to manage change.
- Anyone who finds himself in need of this course and wants to develop his skills and experience

## Course Outline

### Unit 1:

- Define change and change management.
- Define organizational change.
- The nature of institutional change.
- Reasons and challenges.
- Classification of organizational change: {adaptive, innovative, radical}.
- Diagnose change.
- change equation.
- The importance of regulatory frameworks for change.
- Continue to change.
- Agents of change and transformation.
- Types of change agents

- Competencies of change agents.
- Change management and stakeholder analysis

## Unit 2:

- Leadership and organizational change.
- Administrative adaptation to change situations.
- Assess the need for change.
- Prepare and plan for change.
- The eight steps of the Kotter model

## Unit 3:

- Individuals and Institutional Change.
- Why do people resist change?
- Forms of resistance to change and ways to deal with it.
- Individual factors versus group factors.
- Stages of individual adaptation to institutional change.
- SARA model.
- Managing the transitional phase of change.
- Managing resistance to change and the emotions associated with it.
- Managing the risks associated with institutional change.
- Identify, assess and manage risks.
- Table of the probability of occurrence of the hazards and their impact