

# € TRAINING

Change Management and Strategic  
Transformation



2 - 6 December 2024  
Casablanca (Morocco)  
New Hotel



# Change Management and Strategic Transformation

REF: M1718 DATE: 2 - 6 December 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction :

This training program is designed to equip participants with the skills and knowledge necessary to lead successful organizational change initiatives. This program empowers individuals to drive strategic transformation within their organizations, fostering adaptability, innovation, and sustainable growth.

## Program objectives:

At the end of the program, participants will be able to:

- Anticipate and manage change effectively, proactively addressing challenges and opportunities.
- Align leadership principles with various change models, leveraging this connection to strategize effectively for impending changes.
- Navigate resistance to change and devise strategies to mitigate or eliminate barriers, facilitating the achievement of desired objectives.
- Plan and execute change communication strategies conducive to successful implementation.
- Address limitations imposed by existing organizational cultures, facilitating their reduction or overcoming them professionally and effectively.

## Targeted Audience:

- Senior executives and leaders tasked with driving organizational change and transformation.
- Change management professionals seeking to enhance their skills and knowledge in strategic transformation initiatives.
- Project managers responsible for implementing change projects within their organizations.
- Human resources professionals involved in change management processes and organizational development.
- Business consultants and advisors supporting clients in navigating strategic transformations.

## Program Outline:

### Unit 1:

#### Understanding Change Management:

- 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.

## Unit 2:

### Cultural Perspectives on Change:

- Understand change from the perspective of enterprise culture.
- Components of corporate or company culture.
- Forms of cultural change in institutions and companies.
- Common mistakes in dealing with current culture change.
- 20 steps to support change in corporate culture.

## Unit 3:

### Leadership in Change Initiatives:

- 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 4:

### Communication Strategies for Change:

- The importance of developing a communication plan for change.
- What do people want to hear and what do they need to see.
- Components of an effective plan for advertising and communicating change.
- What may and may not be done when communicating about change.

## Unit 5:

### Managing Resistance and Risks in Change:

- 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.
- SARAH model.
- Managing the transitional phase of change, 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.