

# € TRAINING

Leading and Managing Change



22 - 26 July 2024  
Casablanca (Morocco)  
New Hotel



# Leading and Managing Change

REF: M133 DATE: 22 - 26 July 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

The "Leading and Managing Change" training program is a comprehensive program designed to equip participants with the knowledge and skills necessary to effectively navigate organizational change processes. Through a combination of theoretical insights and practical strategies, participants learn to lead change initiatives, manage resistance, and foster a culture of innovation within their organizations.

## Program Objectives:

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

- Understand the business drivers for change.
- Know the best time to make changes.
- Know how to prepare the organization for change.
- Understand the psychology of change, what motivates people, how they will react to change and how to manage those reactions.
- Manage both the corporate and national cultural aspects of change.
- Produce stakeholder value through change.
- Apply a range of analytical tools to assist at each stage in change.
- Know how to communicate change effectively.

## Targeted Audience:

- Head of Departments.
- Managers.
- Supervisors & Team Leaders.
- Employees who want to get very important skills to improve their career.

## Program Outlines:

Unit 1:

Foundations of Change:

- Understanding Business Strategy and Change Dynamics.
- Importance and Definition of Strategy in Change Management.
- Assessing Strategic Drift and Analyzing Organizational Position.
- Identifying Drivers and Trajectories of Industry Change.
- Leveraging Competitive Strength for Sustainable Advantage.

## Unit 2:

### Preparing for Change:

- Understanding Change Failure and Remediation Strategies.
- Models for Analyzing Change Causality and Success Factors.
- Perspectives on Change: Financial, Customer, and Business Processes.
- Assessing Organizational Fitness and Analytical Tools for Change.
- Strategies for Identifying Helpers and Overcoming Blockers in Change Efforts.

## Unit 3:

### People and Change:

- Understanding and Managing Change Reactions.
- Personal and Emotional Responses to Change.
- Motivation and Satisfaction Theories in Change Management.
- Stakeholder Analysis and Management Strategies.
- Driving Customer Satisfaction through Change Efforts.

## Unit 4:

### Leading and Managing Change:

- Leading Change: Strategies and Techniques.
- The Role of Leaders as Change Agents.
- Essential Qualities and Models for Change Leadership.
- Effective Communication Strategies for Driving Change.

- Empowerment, Delegation, and Trust in Change Management.

## Unit 5:

### Culture and Change:

- Understanding Cultural Dimensions and Organizational Change.
- Assessing Corporate Culture: Models and Frameworks.
- Exploring National and Organizational Cultures.
- Cultivating a Learning Organization: Strategies and Practices.
- Implementing Systems Thinking for Organizational Improvement.
- Action Planning for Individual and Collective Development.