

ADVANCED CHANGE MANAGEMENT MASTERY

“Lead Complex Change with Confidence, Strategy, and Organizational Alignment”

Schedule

Date	Venue	Fees (Face-to-Face)
23 – 27 Feb 2026	Dubai, UAE	USD 3495 per delegate

Introduction

In a world marked by disruption, transformation, and rapid innovation, the ability to lead and manage change is not optional—it’s essential. While most organizations undergo change, few do so effectively. Change efforts often fall short not due to poor strategy, but because of weak execution, poor communication, and resistance to adoption.

This advanced masterclass equips change leaders and transformation managers with strategic tools and leadership capabilities to manage complex change initiatives successfully. The course explores deep frameworks, resistance management, stakeholder engagement, agile change delivery, and culture alignment to ensure sustainable outcomes and real adoption.

Objectives

- By the end of this course, participants will be able to:
- Lead high-impact organizational change using structured frameworks and models
 - Align change initiatives with business goals and strategic transformation
 - Manage stakeholder expectations, resistance, and engagement effectively
 - Design and deliver robust change communication and training plans
 - Monitor change readiness and adoption through measurable KPIs
 - Create a culture that embraces and sustains change

Why Attend

- Go beyond basic change management theory and learn advanced strategies
- Address real organizational barriers including resistance, fatigue, and misalignment
- Learn from practical case studies and global transformation programs
- Build your personal change leadership confidence and presence
- Gain templates, dashboards, and tools to lead change back at your organization

Target Audience

This program is designed for:

- Change leaders, consultants, and transformation managers
- HR, OD, and L&D professionals driving culture and capability shifts
- Project and program managers managing large initiatives
- Business leaders and executives leading restructuring or innovation
- Professionals responsible for digital, operational, or cultural change

Individual Benefits

Key competencies that will be developed include:

- Mastery of change frameworks (Kotter, ADKAR, Prosci, and Agile change)
- Advanced stakeholder engagement and influence techniques
- Change impact assessment and mitigation planning
- Communication design and leadership messaging skills
- Data-driven change monitoring and success evaluation

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased success and adoption rates of key change initiatives
- Reduced resistance and smoother transitions across teams
- Improved communication alignment between strategy and operations
- Accelerated transformation timelines and ROI realization
- Development of in-house change capability and leadership resilience

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Global frameworks, behavioral insights, and organizational change theory
- Case Studies – In-depth reviews of complex transformations and leadership responses
- Workshops – Impact mapping, resistance planning, stakeholder analysis, and storytelling
- Peer Exchange – Role-play and feedback on real change scenarios
- Tools – Templates for readiness assessments, change scorecards, communication plans

Course Outline

DETAILED 5-DAY COURSE OUTLINE

Training Hours: 7:30 AM - 3:30 PM Daily Format: 3-4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

Day 1: Foundations of Strategic Change Leadership

- Module 1: The Nature and Psychology of Change (07:30 - 09:30) • Why people resist change and how to shift mindsets • Behavioral economics and neuroscience in change adoption • The role of trust and communication in reducing fear
- Module 2: Change Frameworks and Methodologies (09:45 - 11:15) • Kotter's 8-Step Model vs. ADKAR vs. Agile change delivery • Selecting the right approach for your organizational context • Hybrid frameworks for multi-level change
- Module 3: Change as a Strategic Capability (11:30 - 01:00) • Linking change initiatives to business strategy and performance • Creating a change roadmap aligned with transformation goals
- Module 4: Workshop - Strategic Change Scoping (02:00 - 03:30) • Group activity to define and scope a real or simulated change program

Day 2: Stakeholder Engagement and Resistance Management

- Module 1: Stakeholder Mapping and Prioritization (07:30 - 09:30) • Power-interest grid, influence mapping, and internal politics • Behavioral profiles and emotional drivers of resistance
- Module 2: Designing Engagement Strategies (09:45 - 11:15) • Crafting engagement plans based on stakeholder roles • Creating trust through visibility, empathy, and inclusion
- Module 3: Resistance Identification and Response (11:30 - 01:00) • Types of resistance: overt, passive, systemic • Tools for surfacing and addressing pushback
- Module 4: Role-Play - Navigating Resistance (02:00 - 03:30) • Participants simulate a difficult conversation with a resistant stakeholder

Day 3: Communication, Culture, and Capability

- Module 1: Change Communication Planning (07:30 - 09:30) • Framing the change story and leader messaging • Choosing communication channels and cadence
- Module 2: Building a Culture of Change (09:45 - 11:15) • Culture diagnosis and alignment • Activating culture carriers and behavior champions
- Module 3: Training, Coaching, and Support Systems (11:30 - 01:00) • Needs assessment, upskilling, and role-specific learning journeys • Setting up change agent networks
- Module 4: Workshop - Communication Design Lab (02:00 - 03:30) • Teams design a change communication and enablement campaign

Day 4: Change Measurement, Governance, and Agility

- Module 1: Change Metrics and Success Criteria (07:30 - 09:30) • Leading vs. lagging indicators of change adoption • Scorecards, dashboards, and KPI alignment
- Module 2: Agile Change Management (09:45 - 11:15) • Incremental change, iterations, and stakeholder co-creation • Sprints and feedback loops for adaptive progress
- Module 3: Governance and Program Integration (11:30 - 01:00) • Role of executive sponsors, steering committees, and PMO • Reporting structure and decision gates
- Module 4: Workshop - Change Readiness and KPI Planning (02:00 - 03:30) • Participants build a change measurement plan for their initiative

Day 5: Integration, Leadership, and Sustainability

- Module 1: Sustaining Change Post-Implementation (07:30 - 09:30) • Reinforcement strategies: recognition, rituals, feedback loops • Avoiding "change fatigue" and sustaining engagement

- **Module 2: Personal Change Leadership (09:45 – 11:15)** • Authentic leadership presence during change • Managing self through uncertainty and complexity
- **Module 3: Final Presentation and Simulation (11:30 – 01:00)** • Teams present a full change plan and receive peer feedback
- **Module 4: Course Wrap-Up & Certification (02:00 – 03:30)** • Action planning, reflection, and Q/A • Final feedback and certification ceremony

Certification

Participants will receive a Certificate of Completion in Advanced Change Management Mastery, validating their advanced knowledge and leadership skills in designing, managing, and sustaining organizational change initiatives.

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