MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

CHANGE MANAGEMENT STRATEGIES FOR TRANSFORMATION

"Equip Leaders and Teams to Drive Successful Organizational Change and Sustainable Transformation"

Schedule

Date	Venue	Fees (Face-to-Face)
05 – 09 Jul 2026	Manama, Bahrain	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In today's dynamic business landscape, organizations must continuously adapt to stay competitive and relevant. Successful change initiatives require more than just process updates — they demand effective leadership, clear communication, and a structured approach to managing human and organizational transformation.

This intensive 5-day course equips participants with the essential tools and techniques to lead and support change initiatives, ensuring smooth transitions, minimized resistance, and maximum buy-in across all levels of the organization. Through interactive workshops and real-world case studies, participants will gain practical insights into designing, implementing, and sustaining impactful change strategies.

Objectives

By the end of this course, participants will be able to:

- Understand the principles and frameworks of effective change management
- Apply best practices to plan and execute change initiatives
- Identify and manage resistance to change
- Develop communication and engagement strategies for stakeholders
- Evaluate and sustain transformation outcomes over time

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Why Attend

- Gain practical knowledge of globally recognized change management frameworks
- Learn how to engage and motivate stakeholders at all organizational levels
- Strengthen your leadership capabilities to drive successful change
- Minimize disruptions and resistance during transformation efforts
- Enhance your career profile with a professional certification in change management

Target Audience

This program is designed for:

- Change managers and transformation leaders
- Project and program managers
- Human resource professionals
- Business analysts and organizational development specialists
- Senior executives and department heads responsible for change initiatives

Individual Benefits

Key competencies that will be developed include:

- Mastery of change management models and tools
- Enhanced ability to lead and support change initiatives
- Improved communication and stakeholder management skills
- Stronger problem-solving and conflict-resolution capabilities
- Increased confidence in handling complex organizational change

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved success rates of change and transformation projects
- Stronger alignment between business goals and change initiatives
- Enhanced employee engagement and minimized resistance
- Sustainable change outcomes and long-term performance improvements
- Strengthened internal capacity for managing future change

Instructional Methodology

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

- Strategy Briefings – Deep dive into change management principles, models, and transformation strategies
- Case Studies – Real-world examples of successful and failed change initiatives
- Workshops – Hands-on exercises to develop change plans, stakeholder analyses, and communication strategies
- Peer Exchange – Group discussions on challenges, resistance, and lessons learned
- Tools – Templates for change readiness assessments, stakeholder maps, and communication plans

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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 Change Management

- Module 1: Understanding Change and Transformation (07:30 – 09:30)
- Definitions, drivers, and types of organizational change
- The human side of change: emotions, resistance, and adaptation
- Overview of key change management frameworks (e.g., Kotter, ADKAR)
- Module 2: Change Readiness and Organizational Assessment (09:45 – 11:15)
- Assessing organizational capacity for change
- Identifying barriers and enablers
- Conducting change impact and readiness assessments
- Module 3: Building a Change Management Strategy (11:30 – 01:00)
- Crafting a vision and defining success
- Aligning change initiatives with business goals
- Developing a comprehensive change management plan

Day 2: Engaging Stakeholders and Managing Resistance

- Module 4: Stakeholder Analysis and Engagement (07:30 – 09:30)
- Mapping stakeholders and understanding their interests
- Designing targeted engagement strategies
- Building coalitions and champions for change
- Module 5: Communication Strategies for Change (09:45 – 11:15)
- Crafting clear and compelling change messages
- Selecting communication channels and timing
- Managing ongoing dialogue and feedback loops
- Module 6: Addressing and Managing Resistance (11:30 – 01:00)
- Identifying sources and signs of resistance
- Techniques for overcoming objections and building trust
- Creating a supportive change culture

Day 3: Executing and Sustaining Change

- Module 7: Implementing Change Initiatives (07:30 – 09:30)
- Launching change initiatives with clear action plans
- Managing timelines, resources, and deliverables
- Ensuring alignment across departments and teams
- Module 8: Monitoring Progress and Measuring Success (09:45 – 11:15)
- Defining success metrics and KPIs
- Tracking progress and adapting plans as needed
- Reporting outcomes to stakeholders
- Module 9: Embedding Change into Organizational Culture (11:30 – 01:00)
- Reinforcing new behaviors and practices
- Aligning systems, structures, and incentives
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Sustaining momentum for continuous improvement

Day 4: Advanced Change Management Techniques

- Module 10: Leading Through Change (07:30 – 09:30)
- Leadership roles and responsibilities in change
- Emotional intelligence and change leadership
- Inspiring confidence and commitment
- Module 11: Change Management in Complex Environments (09:45 – 11:15)
- Managing multiple, overlapping change initiatives
- Navigating cross-functional and cross-cultural challenges
- Balancing short-term wins with long-term goals
- Module 12: Case Studies and Best Practices (11:30 – 01:00)
- Analysis of successful and failed change efforts
- Extracting lessons learned and applying insights
- Benchmarking against industry best practices

Day 5: Integration and Wrap-Up

- Module 13: Group Exercise: Developing a Change Plan (07:30 – 09:30)
- Collaborative development of a real-world change management plan
- Applying tools and techniques learned in the course
- Module 14: Presentation and Feedback (09:45 – 11:15)
- Team presentations and expert feedback
- Reviewing key concepts and takeaways
- Module 15: Final Q&A and Closing (11:30 – 01:00)
- Open discussion and expert Q&A session
- Certification ceremony and course wrap-up

Certification

Participants will receive a Certificate of Completion in Change Management Strategies for Transformation, validating their expertise in designing, executing, and sustaining effective organizational change using globally recognized frameworks and best practices.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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