

## CHANGE MANAGEMENT IN THE DIGITAL ERA

*"Lead Organizational Transformation with Agility, Technology, and Human-Centered Change Strategies"*

### Schedule

Date	Venue	Fees (Face-to-Face)
13 - 17 Apr 2026	Dubai, UAE	USD 3495 per delegate

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

### Introduction

Digital transformation is no longer optional—it is a critical necessity for organizations seeking to stay competitive. However, the success of any transformation effort hinges on the ability to manage the human side of change effectively. In today's era of disruption, change leaders must combine traditional change management tools with digital agility and innovation.

This 5-day immersive course equips participants with the knowledge, frameworks, and tools to plan and lead successful change initiatives in digitally evolving environments. Participants will explore how to drive adoption, overcome resistance, and build a resilient, adaptable culture in the face of continuous technological change

### Objectives

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

- Understand the dynamics of change in digitally transforming organizations
- Apply modern change management models (e.g., ADKAR, Kotter, Prosci)
- Plan stakeholder engagement and communication strategies tailored to digital initiatives
- Use agile and design thinking principles to manage change iteratively
- Build change resilience and promote a culture of continuous innovation

## Why Attend

- Gain a strategic approach to managing change in digital transformation projects
- Learn how to align people, processes, and technology through effective change leadership
- Overcome resistance and foster employee engagement in times of uncertainty
- Develop adaptable change plans using agile and user-centered frameworks
- Access templates, models, and tools to apply immediately in your organization

## Target Audience

This program is designed for:

- Change managers and transformation leaders
- HR, OD, and L&D professionals
- Digital transformation and IT project leads
- Department heads managing business evolution
- Anyone involved in planning, leading, or supporting change initiatives

## Individual Benefits

Key competencies that will be developed include:

- Digital change leadership and stakeholder management
- Communication planning and resistance mitigation
- Agile change execution and iterative feedback integration
- Emotional intelligence and adaptability in change contexts
- Culture-shaping and resilience-building techniques

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved employee adoption of new technologies and processes
- Reduced disruption and faster return on digital investments
- Increased alignment between business strategy and transformation goals
- Enhanced communication and collaboration across departments
- A proactive and resilient organizational culture toward change

## Instructional Methodology

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

- Strategy Briefings - Change frameworks, digital transformation trends, and leadership models
- Case Studies - Real-world digital change initiatives and lessons learned
- Workshops - Stakeholder mapping, change impact analysis, communication planning
- Peer Exchange - Discussion of change experiences and shared best practices
- Tools - Change readiness assessments, communication templates, resistance management maps

## 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 Digital Change

- Module 1: The Nature of Change in the Digital Age (07:30 – 09:30) • Drivers of digital disruption and organizational adaptation
- Module 2: Change Management Models (09:45 – 11:15) • ADKAR, Kotter's 8-Step, and Agile change approaches
- Module 3: Workshop – Change Readiness Assessment (11:30 – 01:00) • Evaluate your organization's change maturity
- Module 4: Linking Strategy to Change (02:00 – 03:30) • Aligning transformation goals with business priorities

### Day 2: Stakeholder Engagement and Communication

- Module 1: Stakeholder Mapping and Analysis (07:30 – 09:30) • Identifying influence, interest, and impact
- Module 2: Building Influence and Trust (09:45 – 11:15) • Communication psychology and change narratives
- Module 3: Workshop – Developing a Change Communication Plan (11:30 – 01:00) • Tailoring messages to stakeholder needs
- Module 4: Leading with Emotional Intelligence (02:00 – 03:30) • Managing reactions and maintaining engagement

### Day 3: Agile and Human-Centered Change Execution

- Module 1: Agile Change Management Principles (07:30 – 09:30) • Iterative delivery, MVPs, and user feedback
- Module 2: Design Thinking for Change (09:45 – 11:15) • Empathy, prototyping, and co-creation of solutions
- Module 3: Workshop – Journey Mapping for Change (11:30 – 01:00) • Visualizing the employee change experience
- Module 4: Adapting to Resistance and Feedback (02:00 – 03:30) • Early warning signals and course correction

### Day 4: Embedding Change and Sustaining Momentum

- Module 1: Change Reinforcement Mechanisms (07:30 – 09:30) • Recognition, learning, and performance alignment
- Module 2: Measuring Change Success (09:45 – 11:15) • KPIs, dashboards, and behavioral indicators
- Module 3: Workshop – Building a Change Dashboard (11:30 – 01:00) • Define key success metrics for your initiative
- Module 4: Embedding Culture and Continuous Improvement (02:00 – 03:30) • Creating a learning organization

### Day 5: Capstone and Action Planning

- Module 1: Change Governance and Leadership Alignment (07:30 – 09:30) • Roles, responsibilities, and sponsorship
- Module 2: Managing Enterprise-Wide Change Programs (09:45 – 11:15) • Portfolio view of digital transformation
- Module 3: Workshop – Your Change Management Roadmap (11:30 – 01:00) • Drafting a strategic plan for your change initiative
- Module 4: Final Review and Commitments (02:00 – 03:30) • Presentations, feedback, and action planning

## Certification

Participants will receive a Certificate of Completion in Change Management in the Digital Era, validating their ability to lead and support change initiatives aligned with digital transformation goals through agile, human-centered, and strategic methods.

## 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**

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.