

## CHANGE MANAGEMENT

*"Leading People and Organizations Through Successful Transformation"*

### Schedule

Date	Venue	Fees (Face-to-Face)
15 - 19 Jun 2026	Barcelona, Spain	USD 3495 per delegate

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

### Introduction

Change is a constant in today's organizations—whether driven by digital transformation, restructuring, mergers, policy shifts, or market demands. Yet, up to 70% of change initiatives fail due to poor planning, ineffective communication, and resistance to change. This practical course equips professionals with the tools and techniques to manage change initiatives successfully, focusing on the people side of change. Participants will explore proven models such as ADKAR, Kotter's 8-Step Change Model, and Lewin's Change Theory while learning how to lead change with empathy, clarity, and impact. The program blends theory with application to ensure organizational readiness and lasting adoption.

### Objectives

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

- Understand the psychology of change and resistance
- Apply leading change management models to real-world situations
- Engage and communicate effectively with stakeholders at all levels
- Identify risks and barriers to change and develop mitigation plans
- Design a structured change management plan from initiation to reinforcement
- Support leaders and teams through transitional phases

## Why Attend

- Gain confidence in managing change at strategic and operational levels
- Bridge the gap between technical implementation and human adoption
- Enhance your leadership presence during organizational transitions
- Prevent failure of change initiatives through proactive planning
- Build a culture of agility and adaptability in your team or organization

## Target Audience

This program is designed for:

- Change Leaders, Project Managers, and Transformation Officers
- HR and Organizational Development Professionals
- Senior Managers and Functional Heads
- Internal Consultants and Business Analysts
- Anyone leading or impacted by change programs

## Individual Benefits

Key competencies that will be developed include:

- Strategic thinking and change planning
- Stakeholder analysis and engagement skills
- Managing emotions and communication during change
- Designing and executing change interventions
- Evaluating and reinforcing sustainable change

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased success rate of transformation and improvement programs
- Improved team alignment and morale during periods of change
- Reduction in resistance, turnover, and change fatigue
- Stronger leadership pipeline for future initiatives
- Consistency and standardization in change management practices

## Instructional Methodology

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

- Strategy Briefings - Change models, leadership styles, and governance
- Case Studies - Successful and failed change programs across industries
- Workshops - Stakeholder mapping, communication planning, impact assessment
- Peer Exchange - Experience sharing and role-play simulations
- Tools - Change readiness assessments, planning templates, feedback loops

## 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: Why Change Fails - Lessons from the Field (07:30 - 09:30) • Drivers of change, organizational inertia, case examples
- Module 2: Understanding Human Reactions to Change (09:45 - 11:15) • Change curve, resistance psychology, emotional responses
- Module 3: Overview of Change Management Models (11:30 - 01:00) • Kotter, Lewin, ADKAR, McKinsey 7S, Bridges Transition
- Module 4: Workshop - Analyze a Failed Change Scenario (02:00 - 03:30) • Identify root causes and stakeholder impact

### Day 2: Planning and Initiating Change

- Module 5: Change Readiness and Organizational Culture (07:30 - 09:30) • Readiness tools, risk profiling, cultural alignment
- Module 6: Stakeholder Identification and Engagement (09:45 - 11:15) • Influence matrix, resistance levels, sponsorship
- Module 7: Crafting a Change Vision and Case for Change (11:30 - 01:00) • Messaging, business drivers, emotional connection
- Module 8: Workshop - Build a Stakeholder Map and Engagement Plan (02:00 - 03:30) • Apply models to participants' real-world challenges

### Day 3: Leading and Communicating Change

- Module 9: Leadership Roles and Influencing Strategies (07:30 - 09:30) • Leading through uncertainty, coaching for change
- Module 10: Communication Planning and Messaging (09:45 - 11:15) • Multi-channel strategy, sequencing, feedback loops
- Module 11: Aligning Change with Business Goals (11:30 - 01:00) • Change metrics, ROI, productivity tracking
- Module 12: Workshop - Draft a Change Communication Plan (02:00 - 03:30) • Tailor message to stakeholders and timelines

### Day 4: Implementation and Resistance Management

- Module 13: Executing the Change Plan (07:30 - 09:30) • Milestones, resource planning, quick wins
- Module 14: Dealing with Resistance (09:45 - 11:15) • Behavioral responses, empathy, reframing techniques
- Module 15: Monitoring and Course Correction (11:30 - 01:00) • Real-time feedback, adaptive strategies
- Module 16: Workshop - Design a Change Management Dashboard (02:00 - 03:30) • Select KPIs and feedback mechanisms

### Day 5: Sustaining and Embedding Change

- Module 17: Reinforcement and Recognition Strategies (07:30 - 09:30) • Anchoring habits, rewarding new behavior
- Module 18: Institutionalizing Change and Building Agility (09:45 - 11:15) • Process integration, learning systems, agile mindset
- Module 19: Case Study - Transformation Success Story (11:30 - 01:00) • What made it stick, key success factors
- Module 20: Final Workshop - Present a Change Implementation Plan (02:00 - 03:30) • Team presentation of full-scale change strategy

## Certification

Participants will receive a Certificate of Completion in Change Management, validating their ability to plan, lead, and sustain effective change initiatives using best-practice methodologies and people-focused leadership approaches.

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