5-DAY INTENSIVE TRAINING WORKSHOP

Certified Organizational Change Management Expert

Drive meaningful change and lead organizations through transformation with purpose and precision.



GLOBAL TRAINING
INSTITUTE

Course Description

This certification course equips participants with the strategic frameworks and practical tools to effectively lead and manage organizational change initiatives. Focusing on a human-centered and data-driven approach, the program delves into the latest methodologies and best practices in change management, including an emphasis on digital transformation, agile environments, and stakeholder engagement. Participants will learn to navigate the complexities of organizational shifts, mitigate risks, and foster a culture of adaptability and resilience.

Who Should Certify

This course is ideal for:

- Project Managers and Program Managers
- Human Resources Professionals
- Organizational Development Specialists
- Senior Leaders and Executives
- Consultants specializing in business transformation
- Anyone responsible for leading or supporting change initiatives within their organization

Course Objectives

Upon completion of this certification, participants will be able to:

- Formulate a comprehensive change management strategy aligned with business objectives
- Conduct a thorough change impact analysis and stakeholder assessment
- Design and execute effective communication plans to drive buy-in and adoption
- Apply advanced change readiness assessments and resistance management techniques
- Leverage modern change management models (e.g., ADKAR, Kotter) in real-world scenarios
- Measure the success of change initiatives using key performance indicators (KPIs) and metrics

Course Content

Module 1: Foundations of Strategic Change Management

- The Business Case for Change: Identifying triggers and articulating the "Why"
- Change Management Models & Frameworks: ADKAR, Kotter's 8-Step Process, and the Prosci 3-Phase Process
- The Role of the Change Practitioner: Competencies and ethical considerations

Module 2: Planning and Assessing Change

- Change Impact Analysis (CIA): Assessing the scope and scale of change on people, processes, and technology
- Stakeholder Analysis & Engagement: Mapping influence and interest, and developing tailored engagement strategies
- Organizational Readiness Assessment: Evaluating the organization's capacity and capability to absorb change

Module 3: Communication and Sponsorship

- Strategic Communication Planning: Crafting messages for different audiences and selecting optimal channels
- The Role of Sponsorship: Identifying and coaching effective sponsors for successful change adoption
- Managing Resistance: Proactive and reactive strategies for addressing concerns and building trust

Module 4: Implementing and Reinforcing Change

- Transition Management: Guiding individuals through the emotional and psychological journey of change
- Training & Development: Designing targeted learning interventions to build new skills and behaviors
- Reinforcement & Sustaining Change: Embedding new behaviors through recognition, feedback, and measurement

Module 5: Change in a Modern Context

- Agile Change Management: Integrating change principles into agile and lean project methodologies
- Digital Transformation & Technology Adoption: Specific strategies for managing changes related to new technologies, AI, and automation
- Metrics & Measurement: Defining success metrics (e.g., adoption rates, proficiency, ROI) and establishing feedback loops
- Case Studies & Simulations: Applying course concepts to complex, real-world scenarios

Certificate Accreditations

The Certificate **Certified Organizational Change Management Expert** course equips participants with key skills and knowledge for career success. It enhances credibility and provides insights into industry standards. Through theory and practical application, it prepares individuals for real-world challenges, offering expert instruction and networking opportunities.

This course will be accredited by one of the following organizations. Please contact us for more information.

Cambridge Training College Britain

INSTITUTE OF SUPPLY CHAIN MANAGEMENT MENA

IBIU UNIVERSITY



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