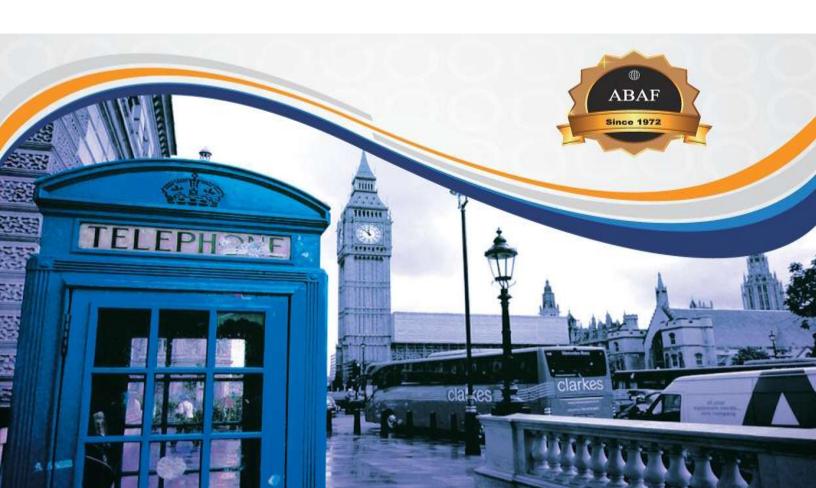# أكاديمية الزمالة العربية البريطانية

Arab British Academy Fellowship

A.B.A.F

ILM Endorsed Leading and Managing Change

Why Attend

This 'ILM Endorsed Leading and Managing Change' course is the ideal place to introduce participants and the organizations they represent to the topics of change and change management. Attendees will benefit greatly from a course designed to provide valuable insight into what has become a valid preoccupation by all companies.

Course Methodology

Leading and managing change relies on analyzing real life business change situations and initiatives. Participants will get the opportunity to apply knowledge and techniques acquired and discussed throughout the course. They will listen to leading experts on change, synthesize their valuable insight, and use all their newly acquired skills to develop and present projects on change and change management. Change readiness assessments, team exercises, individual exercises, and case studies will be used throughout the course all of which are part of a well designed framework that attendees can apply immediately as a best practice when dealing with change in their work environment.

Course Objectives

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

- Explain the leadership and management perspective on 'change'
- Analyze change and develop strategies and plans to deal with it

- Manage resistance to change and recognize the strong emotions associated with it
- Discuss and design communication strategies to accelerate change
- Develop insight into corporate cultures and how they influence change initiatives

Target Audience

Change managers, business process improvement specialists, change management team members, coordinators

of reorganization and mergers, implementers of organizational change, and all business professionals

interested in learning how to deal and manage change on organizational and personal levels.

Target Competencies

- Assessing change intensity
- Planning for change
- Communicating change
- Implementing change plans
- Managing conflicts
- Emotional intelligence
- Evaluating cost associated with change
- Leading and managing teams

Course Outline

- Understanding planning and managing change

- Change and change management
- Defining organizational change
- Nature of organizational change
- Reasons and challenges
- Typology of organizational change
- Adaptive
- Innovative
- Radical
- Diagnosing the intensity of change
- The change equation

- The importance of frameworks
- The connectivity of change
- Change agents and transformation
- Types of change agents
- Competencies of change agents
- Change management and stakeholders' analysis

- Models and strategies for managing and leading change

- Leadership and organizational change
- Management adaptation to change situations
- Evaluating the need for change
- Preparing and planning for change
- The Kotter's eight step model

- Managing resistance to change

- People and change
- Why people resist change
- Forms of resistance and how to deal with them
- Individual factors versus group factors
- Stages people go through when resisting change
- The 'SARAH' model
- Managing the transition stage
- Managing resistance and emotions
- Risks associated with change
- Identifying and managing risks
- Risk-impact probability chart

- Communicating change

- The importance of communicating change
- What people want to hear and what they need to see
- Elements of a change communication plan
- Dos and don'ts when communicating change

- Key factors in making organizational change happen

- Understanding organizational and corporate cultures
- Components of a company culture
- Forms of cultural change in an organization
- Common mistakes when transforming company culture
- 20 steps to sustain change to a company culture

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