

# Change Management

## What's in it for me and my business?

Successful change management requires a complex managerial approach to transforming, mobilising and sustaining organisational energy before and during the process, setting up positive expectations and a communication strategy, and focusing employee attention on the successful outcome of the change process whilst eliminating the feelings of anxiety, uncertainty, fear and frustration the change can invoke among employees.

Senior managers responsible for implementing the change often experience different types of resistance to change which can directly reduce the pace, intensity, effectiveness and value of end results of the change process.

In this way managers face multiple challenges. They are primarily responsible for successful implementation of transformation process which is largely uncertain. The lack of adequate training on one hand and requirement and responsibility for successful transformation on the other put managers in a delicate and stressful situation. The change management training will ensure that implemented changes have positive performance indicators regardless of whether the change has been initiated by external or internal reasons and needs.

Effective change management training will help you identify critical success factors (CSF) and enable you to successfully initiate and implement the transformation process and create sustainable results through systematic and efficient change management regardless of the nature of change (internal, external / active, reactive, etc).

## What will I do and experience during the training?

You will:

- Learn about the transformation phenomenon and types of organisational change
- Learn how to create teams who will be transformation agents
- Learn principles of effective and efficient communication necessary for successful implementation of change
- Learn and adopt principles of mobilising organisational energy required for positive outcome of the process of transformation within organisation
- Learn how to create permanent change and innovation culture
- Learn success and failure mechanisms of changes within organisation

## What will I be able to do after I receive the training?

After the training you will become a *change manager* (change agent), i.e. you will be able to:

- Initiate and execute the transformation process
- Identify different types of change and their dynamics, and develop the strategy to effectively meet the transformation challenge
- Set objectives and targets of transformation and create a detailed action plan
- Establish a communication strategy before, during and after the change that will facilitate effective communication with stakeholders / recipients of change on all hierarchical levels and is related to reasons / causes of change, goals, short term and long term success of the change process
- Lower the level of resistance towards change as well as the level of anxiety, stress, fear and uncertainty whilst strengthening the employees' focus on the goal of the change process and their role in the process (both direct and indirect)
- Build and reinforce a proactive culture where innovations and change are integral part of company operations and contribute to improving organisational performance

**Duration** Two days