

## Leading Change for Organisational Transformation

### Course general description:

In an era of rapid technological advancements, shifting market dynamics, and evolving customer expectations, organizations must continuously adapt to remain competitive and relevant. However, leading change is one of the most complex and challenging tasks for leaders. Successful organizational transformation requires more than just a well-defined strategy; it demands visionary leadership, effective communication, and the ability to inspire and engage employees at all levels. The **Leading Change for Organisational Transformation** programme is designed to equip leaders with the skills, tools, and mindset needed to drive meaningful and sustainable change within their organizations.

This programme is tailored for senior leaders, managers, and change agents who are responsible for initiating, managing, or supporting transformational initiatives. It provides a comprehensive framework for understanding the dynamics of change, overcoming resistance, and fostering a culture of innovation and agility. Through a combination of theoretical insights, practical tools, and real-world case studies, participants will learn how to navigate the complexities of change management and lead their organizations through successful transformations.

The programme also emphasizes the human side of change. Leaders will explore how to build trust, communicate effectively, and engage stakeholders to ensure buy-in and commitment. By understanding the emotional and psychological aspects of change, participants will be better equipped to address resistance, manage uncertainty, and create an environment where employees feel empowered to embrace new ways of working.

Whether your organization is undergoing a digital transformation, a cultural shift, or a structural reorganization, this programme will provide you with the knowledge and skills to lead with confidence and achieve lasting impact. By the end of the programme, you will be equipped to design and execute change initiatives that drive organizational success and create value for all stakeholders.

### Audience:

1. Senior Executives
2. Managers and Team Leaders
3. Change Management Professionals
4. HR Leaders
5. Organizational Development Specialists
6. Project Managers
7. Business Consultants
8. C-Suite Leaders
9. Entrepreneurs
10. Transformation Champions

### Course objectives:

By the end of the programme, participants will:

- Have a comprehensive understanding of change management principles and frameworks.

- Be equipped to design and execute effective change strategies.
- Possess advanced communication and stakeholder engagement skills.
- Be able to address resistance and manage the emotional impact of change.
- Have a clear plan for fostering a culture of innovation and agility within their organizations.

**Course duration:**

5 days

**Course location:**

Dubai

**Course contents:**

**Day 1: Understanding Change and Its Impact**

- **Welcome and Introduction:** Programme overview, objectives, and participant introductions.
- **Keynote Address:** The imperative for change in today's business environment.
- **Workshop:** The psychology of change – understanding resistance and emotional responses.
- **Case Study:** Analyzing successful and failed change initiatives in organizations.

**Day 2: Designing a Change Strategy**

- **Workshop:** Frameworks for change management – Kotter's 8-Step Model, ADKAR, and others.
- **Interactive Session:** Diagnosing organizational readiness for change.
- **Presenting:** Lessons learned from leaders who have successfully driven transformation.
- **Activity:** Developing a change vision and strategy for a real-world scenario.

**Day 3: Leading and Communicating Change**

- **Workshop:** The role of leadership in driving change – building trust and inspiring action.
- **Interactive Session:** Crafting a compelling narrative to communicate the need for change.
- **Activity:** Role-playing exercises to practice change communication techniques.

**Day 4: Engaging Stakeholders and Managing Resistance**

- **Workshop:** Strategies for engaging stakeholders and securing buy-in.
- **Case Study:** Overcoming resistance in a large-scale transformation.
- **Interactive Session:** Building coalitions and fostering collaboration across teams.
- **Activity:** Developing a stakeholder engagement plan for a change initiative.

**Day 5: Sustaining Change and Building a Culture of Agility**

- **Workshop:** Embedding change – ensuring sustainability and long-term impact.
- **Case Study:** Creating a culture of innovation and agility in organizations.
- **Final Simulation:** Leading a change initiative from start to finish.
- **Closing Session:** Reflecting on key learnings and developing a personal action plan.
- **Certificate Ceremony:** Celebrating the completion of the programme.

**Methodology:**

- 50% lectures & concepts
- 10% Videos
- 10% Case studies

- 10% Exercises
- 10% Discussions
- 10% Software (if applicable or examples)

**Course code: (MANG003)**