

# CHANGE MANAGEMENT STRATEGY



**LM150**

## **COURSE TITLE**

# **CHANGE MANAGEMENT STRATEGY**

## **COURSE DATE/ VENUE**

19<sup>th</sup>-23<sup>rd</sup> Jan 2026

London, UK

## **COURSE REFERENCE**

**LM150**

## **COURSE DURATION**

05 Days

## **DISCIPLINE**

**Leadership & Management**

## **COURSE INTRODUCTION**

Welcome to **Change Management Strategy** — a course designed to help you not just *manage* change, but *lead* it with confidence and purpose.

In today's fast-moving world, change is inevitable. Organizations that thrive are those that can adapt quickly, lead their people through uncertainty, and embed change in a way that strengthens culture, strategy, and performance.

## **COURSE OBJECTIVE**

**Upon successful completion of this course, the delegates will be able to:**

- ✓ **Understand the forces that drive change**
- ✓ **Build a strong, actionable change management strategy**
- ✓ **Communicate and lead change effectively**
- ✓ **Overcome resistance and foster engagement**
- ✓ **Sustain momentum and measure success**

## **COURSE AUDIENCE**

- ✓ Leaders and Managers responsible for driving change initiatives in their teams or organizations
- ✓ Project Managers leading transformations, technology rollouts, restructures, or process changes
- ✓ HR and Organizational Development Professionals involved in shaping culture, engagement, and talent strategies
- ✓ Change Management Practitioners looking to deepen their strategic skills and frameworks
- ✓ Consultants who advise clients on managing or implementing change
- ✓ Business Analysts and Process Improvement Leads involved in organizational change efforts
- ✓ Entrepreneurs and Founders navigating growth, scaling, or pivoting strategies
- ✓ Anyone aspiring to lead or support successful change initiatives in any industry

## **COURSE CONTENT**

### **Day 1: Foundations of Change Management**

#### **Theme: Why Change Management Matters**

- Introduction to Change Management
- Key Drivers of Organizational Change
- Understanding the Psychology of Change
- Models of Change (Lewin's Change Model, Kotter's 8 Steps, ADKAR Model)
- Case Studies: Successful vs. Failed Change Initiatives
- Reflection Exercise: Personal Experiences with Change

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### **Day 2: Developing a Change Management Strategy**

### **Theme: Planning for Success**

- Strategic Role of Change Management
- Elements of a Good Change Strategy
- Stakeholder Analysis: Mapping Influence and Interest
- Creating a Change Vision and Case for Change
- Risk Assessment and Mitigation Strategies

**Workshop:** Build a high-level change plan for a fictional company facing a major transformation.

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### **Day 3: Communication, Leadership, and Engagement**

#### **Theme: Driving Buy-In and Ownership**

- Communication Planning for Change
- Leadership Roles During Change
- Building a Change Network and Sponsorship Model
- Managing Resistance to Change
- Empowerment and Participation Techniques

**Activity:** Draft a stakeholder communication plan and present it for feedback.

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### **Day 4: Implementation and Execution**

#### **Theme: Making Change Stick**

- Phased vs. Big Bang Approaches
- Managing Change Across Different Departments
- Training and Capability Building
- Feedback Loops and Continuous Improvement
- Quick Wins and Momentum Building

**Exercise:** Simulate a project launch with typical challenges (resistance, confusion, competing priorities).

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### **Day 5: Sustaining Change and Measuring Success**

#### **Theme: Embedding Change into Culture**

- Cultural Integration: Moving from Project to Business As Usual

- **Reinforcement Techniques**
- **Metrics and KPIs for Change Success**
- **Lessons Learned Reviews and Celebrations**
- **Developing a Personal Action Plan for Leading Change**

### **COURSE CERTIFICATE**

**TRAINIT ACADEMY** will award an internationally recognized certificate(s) for each delegate on completion of training.

### **COURSE FEES**

£ 5,500 per Delegate. This rate includes participant's manual, Hand-Outs, lunch, coffee/tea on arrival, morning & afternoon of each day.

### **COURSE METHODOLOGY**

The training course will be highly participatory and the course leader will present, guide and facilitate learning, using a range of methods including formal presentation, discussions, sector-specific case studies and exercises. Above all, the course leader will make extensive use of real-life case examples in which he has been personally involved. You will also be encouraged to raise your own questions and to share in the development of the right answers using your own analysis and experiences. Tests of multiple-choice type will be made available on daily basis to examine the effectiveness of delivering the course.

- 30% Lectures
- 30% Workshops and work presentation
- 20% Case studies & Practical Exercises
- 10% Role Play
- 10% Videos, Software or Simulators (as applicable) & General Discussions