



Essential Change Management Principles

Description of Course

This course will develop participants' understanding of the issues and challenges facing managers of change.

Course Objectives

By the end of this course delegates will be able to:

- Tackle change more effectively at a personal level
- Lead change for those around them
- Assess the people in their teams that support them with change
- Plan their approach to changes in the workplace
- Present an effective change briefing

Aimed at:

These change management training course materials are very flexible in their application. They are suitable for anyone involved in the change process in a business environment. They can be used for leaders that need to implement change or for staff that need to appreciate the change process.

Duration of Course

1 day

Course Outline

Leading Change - The key steps and considerations involved

The Phases of Change - What they are, what phase we are at, where others might be and what we can do to support them

Rules of Change - Common thoughts on change and beliefs around them

Marketing New Products - The thinking behind the marketing of new products and how we can use this in a change environment

Resistance to Change - Understanding why people are resistant to change and knowing what we can do to overcome this

Communicating Change - Following a set process for change communication

The Words We Use - Adapting our language to suit the needs of the people receiving the change message

Change Briefing - Practicing delivery of a change message

Your Change Model - Developing your own model for change in order to consolidate learning