Mastering Change Management Training Course

25 – 29 April 2027
Trabzon

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Training Center

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Ref: 36370_97079 **Date:** 25 – 29 April 2027 **Location:** Trabzon **Fees:** 6800 Euro

Course Overview

The course is a complete program designed to empower professionals with the methods, techniques, and strategies needed to lead successful change initiatives within their organizations. Special emphasis is placed on understanding and applying the Prosci Change Management methodology and the ADKAR model to achieve sustainable change. This course provides participants with a structured approach to navigating organizational change, managing resistance, and implementing behavioural change strategies. By delving into stakeholder engagement, change readiness, and communication planning, participants will gain the skills needed to build trust, align goals, and foster cultural transformation. Through hands-on learning, this course ensures participants are equipped to measure success, sustain momentum, and drive continuous improvement in their organizations.

Target Audience

- Change managers
- Project managers
- HR professionals
- Organizational development specialists
- Business leaders and decision-makers
- Team leaders involved in transformational initiatives

Targeted Organizational Departments

- Human resources
- Operations
- IT and digital transformation
- Strategy and innovation
- Organizational development
- Risk and compliance

Targeted Industries

- Technology and IT
- Healthcare and pharmaceuticals
- Manufacturing and production
- Education and training
- Financial services
- Public sector and government

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Course Offerings

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

- Understand and apply the Prosci Change Management methodology and the ADKAR model.
- Conduct stakeholder analysis and develop engagement plans.
- Manage resistance to change using structured approaches.
- Design and implement effective change communication plans.
- Measure success through change metrics and ensure continuous improvement.

Training Methodology

This interactive training course combines lectures, case studies, group discussions, and simulations. Participants will work on real-world scenarios to implement the ADKAR model and Prosci methodology effectively. The course uses practical exercises, change tools, and templates to ensure that participants gain actionable insights. Role-playing and team activities foster collaborative learning, while feedback sessions provide opportunities for reflection and improvement.

Course Toolbox

- Stakeholder engagement templates
- Risk assessment frameworks
- Communication plan templates
- Behavioural change action plans
- ADKAR model application exercises
- Prosci change management methods and techniques

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Course Agenda

Day 1: Foundations of Change Management

- **Topic 1:** Introduction to Change Management and Its Importance
- **Topic 2:** Understanding the Prosci Change Management Methodology
- **Topic 3:** Exploring the ADKAR Model: A Framework for Change
- **Topic 4:** The Role of Change Management in Organizational Success
- **Topic 5:** Identifying Incremental vs. Transformational Change
- **Topic 6:** Key Components for Successful Change Initiatives
- **Reflection & Review:** Recap of foundational principles, discussion on key takeaways, and Q&A.

Day 2: Planning and Preparing for Change

- **Topic 1:** Conducting a Change Readiness Assessment
- **Topic 2:** Creating a Case for Change: Methods and Templates
- **Topic 3:** Stakeholder Analysis and Engagement Planning
- **Topic 4:** Developing a Compelling Vision for Change
- **Topic 5:** Sponsor Engagement: Roles and Responsibilities
- **Topic 6:** Behavioral Change Planning and Implementation Strategies
- **Reflection & Review:** Reflection on pre-work and readiness, sharing insights from stakeholder analysis.

Day 3: Implementing Change Strategies

- **Topic 1:** Shaping the Path: Directing the Rider and Motivating the Elephant
- **Topic 2:** Effective Communication Strategies in Change Management
- **Topic 3:** Risk Assessment and Mitigation Techniques
- **Topic 4:** Change Communication Planning: Overview and Templates
- **Topic 5:** Managing Resistance and Navigating Transitions
- **Topic 6:** Applying the ADKAR Model to Real-World Scenarios
- **Reflection & Review:** Group discussions on implementation challenges and solutions, review of best practices.

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Day 4: Managing and Sustaining Change

- **Topic 1:** Techniques for Overcoming Resistance to Change
- **Topic 2:** Continuous Feedback and Iteration Strategies
- **Topic 3:** Monitoring Success Metrics for Change Initiatives
- **Topic 4:** Ensuring Behavioral Change with Effective Tools
- **Topic 5:** Sustaining Momentum: Keeping the Change Alive
- **Topic 6:** Case Studies: Lessons Learned from Successful Change Initiatives
- **Reflection & Review:** Review of tools and metrics, discussing long-term sustainability.

Day 5: Advanced Techniques and Strategic Integration

- **Topic 1:** Advanced Applications of the Prosci Change Management Methodology
- **Topic 2:** Integrating Cultural Change with Organizational Goals
- **Topic 3:** Scaling Change Across Departments and Functions
- **Topic 4:** Aligning Leadership and Team Dynamics with Change Objectives
- **Topic 5:** Building a Culture of Continuous Improvement
- **Topic 6:** Finalizing Action Plans for Future Change Initiatives
- **Reflection & Review:** Final group presentations, sharing actionable insights, and course wrap-up.

How This Course is Different

This course offers a unique focus on the Prosci Change Management methodology and the ADKAR model, making it ideal for professionals seeking to align with globally recognized best practices. Participants will gain practical tools, templates, and actionable insights that can be directly applied to their workplace challenges. The hands-on approach ensures a deep understanding of change management processes, enabling participants to drive sustainable transformation and achieve measurable results.