

CHANGE MANAGEMENT AND TRANSFORMATION LEADERSHIP



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TRAINING CENTER



Introduction

Transformation succeeds when leadership treats change as a discipline, not a communication exercise at the end of a project. The Change Management and Transformation Leadership Training Course develops the leadership behaviours and methods that make adoption happen. Participants learn to build the case for change, assess readiness honestly, and lead people through uncertainty without losing credibility. Furthermore, the course covers the ADKAR model, Kotter's eight-step model, and Prosci methodology. In addition, it addresses culture, resistance, sponsor engagement, and adoption measurement. As a result, participants return able to lead transformation that people commit to rather than merely comply with.

Change Management and Transformation Leadership Course Objectives

- Apply the ADKAR model to guide individual transitions through change.
- Lead change with Kotter's eight-step model and clear communication.
- Apply Prosci methodology and change assessment tools.
- Build the case for change with evidence and stakeholder buy-in.
- Assess organisational readiness, capacity, and resistance risk.
- Engage and coach sponsors for visible change leadership.
- Diagnose culture and address behaviour that blocks adoption.
- Manage resistance in practice through listening and structured response.
- Integrate change leadership with programme and project delivery.
- Measure adoption, proficiency, and benefit realisation.

Course Methodology

- Instructor-led sessions linking change leadership to transformation practice.

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- Structured assessments on live or sample transformation initiatives.
- Case studies of leaders who succeeded or failed at change.
- Role-play exercises on resistance, sponsorship, and difficult conversations.
- Group workshops building transformation plans and ADKAR scorecards.
- Continuous knowledge checks and a final assessed transformation leadership project.

Who Should Take This Course

- Senior managers and transformation programme leaders.
- Department heads sponsoring change in their functions.
- Change managers and change practitioners.
- HR and organisational development professionals.
- Programme and project managers delivering change.
- Consultants supporting transformation and change programmes.

Change Management and Transformation Leadership Course Outlines

Day 1: Leading Change Foundations

- Why change leadership determines transformation success.
- The ADKAR model: awareness, desire, knowledge, ability, reinforcement.
- Kotter's eight-step change model and its leadership focus.
- Prosci methodology and research foundations.
- Leadership behaviours that build or destroy commitment.
- Common failure patterns and warning signs.
- Workshop: mapping a live initiative to ADKAR and Kotter.





Day 2: Building the Case and Assessing Readiness

- Constructing a clear and honest case for change.
- Communicating urgency without exaggeration.
- Conducting change impact and readiness assessments.
- Prosci risk assessment grid and resistance risk scoring.
- Identifying impacted groups and their concerns.
- Capacity, culture, and sponsorship readiness factors.
- Workshop: completing a readiness and impact assessment.

Day 3: Sponsorship, Communication, and Engagement

- Sponsor roadmap and visible sponsorship practice.
- Communication planning: audiences, senders, messages, timing.
- Listening sessions and feedback mechanisms.
- Coaching managers as change agents.
- Stakeholder mapping and power-interest analysis.
- Handling difficult questions and scepticism openly.
- Workshop: building a communication and sponsor plan.

Day 4: Culture, Resistance, and Capability

- Diagnosing culture and its effect on adoption.
- Reinforcing new behaviours through leadership example.
- Resistance management: listen, respond, adjust.
- Addressing active and passive resistance fairly.
- Training needs analysis and capability building.

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- Reinforcement mechanisms, recognition, and rewards.
- Workshop: running a resistance management session.

Day 5: Adoption, Benefit Realisation, and Sustainment

- Measuring adoption and proficiency with ADKAR metrics.
- Transformation dashboards and executive reporting.
- Linking adoption data to benefit realisation.
- Sustaining change after the programme closes.
- Lessons learned and continuous improvement in change practice.
- Building a personal transformation leadership development plan.
- Workshop: presenting a transformation scorecard and sustainment plan.

Conclusion

By successfully completing the Change Management and Transformation Leadership Training Course, participants will have acquired the knowledge to build a credible case for change, assess readiness, engage sponsors, communicate with clarity, address culture and resistance, and measure adoption against benefit realisation. They will also gain the ability to sustain new ways of working after the programme ends. Furthermore, the course prepares leaders to be the reason transformation holds, not the reason it stalls. Gentex Training Center delivers this programme with a strong emphasis on practical, workplace-ready transformation leadership.

FAQs





Q1 What is the "Change Management and Transformation Leadership" course about?

It is a practical programme on leading organisational change and transformation. It covers the ADKAR model, Kotter's eight-step model, Prosci methodology, building the case for change, readiness and impact assessment, sponsorship and communication planning, culture and resistance management, and adoption and benefit measurement.

Q2 What are the key benefits of the "Change Management and Transformation Leadership" course?

Participants gain the leadership methods that turn reluctant compliance into genuine commitment, which raises adoption and protects the investment. The course strengthens sponsor engagement and communication, improves readiness assessment, reduces resistance-driven delays, and gives leaders measurable evidence of transformation progress and benefit realisation.

Q3 What skills will I gain from the "Change Management and Transformation Leadership" course?

Change leadership with ADKAR, Kotter, and Prosci methods; case building, readiness and impact assessment; sponsorship, communication and stakeholder engagement; and culture diagnosis, resistance management and adoption measurement.



Q4 What tools, methods, or standards are covered in the "Change Management and Transformation Leadership" course?

The course covers the ADKAR model, Kotter's eight-step change model, Prosci methodology and its three-phase process, the Prosci risk assessment grid, change impact and readiness assessments, communication planning templates, sponsor roadmaps, coaching plans for change agents, stakeholder power-interest grids, culture diagnostic models, training needs analysis, reinforcement mechanisms, ADKAR adoption and proficiency metrics, and transformation dashboards.

Q5 How is the "Change Management and Transformation Leadership" course applied in real-world practice?

Graduates apply it by building an evidence-based case for change and assessing readiness before launch, then running sponsor and communication plans with clear messages and timing. They also hold listening sessions, support managers as change agents, address resistance through structured response, reinforce new behaviour through their own example, and report adoption metrics alongside benefit realisation to executives.