

CHANGE MANAGEMENT LEADERSHIP

Casablanca - Morocco
03 - Aug 2026 - 07 - Aug 2026
\$5,500



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Introduction

In today's dynamic business environment, successful organizations understand the critical role of effective change management. This intensive five-day program, offered by Gentex Training Center, equips leaders with the knowledge and practical skills to guide their teams through organizational change with confidence. Through a comprehensive exploration of key change management models, leadership strategies, and communication techniques, participants gain the ability to navigate resistance, build buy-in, and ensure a smooth transition during periods of organizational transformation.

Change Management Leadership Course Objectives:

Master core principles of change management and its significance in the modern workplace.

Understand different change management models and frameworks (e.g., Kotter's 8-Step Change Model, ADKAR Model).

Develop a strategic approach to planning and implementing organizational change initiatives.

Identify and overcome potential challenges and sources of resistance to change.

Foster a culture of open communication and employee engagement during change.

Lead and motivate teams through periods of transition and uncertainty.

Utilize effective communication strategies to build buy-in and secure stakeholder support.

Design and implement effective change management programs for successful implementation.

Measure and monitor the success of change initiatives and adapt as needed.

Develop a long-term vision for fostering a change-ready organizational culture.



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Course Methodology

This interactive program utilizes a participant-centric approach that blends lectures, real-world case studies, group discussions, and practical exercises. Participants actively engage in change management strategy simulations, communication skills workshops, and resistance management planning activities. Through collaborative learning and expert guidance from experienced instructors, participants refine their strategic thinking, leadership, and communication skills to become effective change management leaders.

Who Should Take This Course

Managers and supervisors seeking to lead their teams through organizational change.
Project managers responsible for implementing change initiatives.
Business leaders interested in gaining a deeper understanding of change management.
Human resource professionals supporting employees during periods of change.
Anyone aspiring to develop their leadership skills and navigate change effectively.

Change Management Leadership Course Outline:

Day 1: Understanding Change Management and its Importance

Exploring the Core Principles and Models of Change Management
The Impact of Effective Change Management on Business Success
Identifying Drivers and Triggers for Organizational Change

Day 2: Planning and Implementing Change Initiatives



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Developing a Strategic Change Management Plan with Clear Objectives
Assessing Potential Risks and Challenges Associated with Change
Identifying and Addressing Potential Sources of Resistance to Change

Day 3: The Power of Communication in Change Management

Crafting Compelling Communication Strategies to Build Buy-In and Transparency
Utilizing Effective Communication Tools and Techniques for Engaging Stakeholders
Fostering Open Communication and Active Listening During Change

Day 4: Leading and Motivating Teams Through Change

Building a Culture of Trust and Psychological Safety for Change Acceptance
Empowering and Motivating Teams During Periods of Transition and Uncertainty
Leading by Example and Inspiring Others to Embrace New Ways of Working

Day 5: Measuring Success and Building a Change-Ready Culture

Establishing Key Performance Indicators (KPIs) to Measure Change Success
Monitoring Progress and Adapting Change Management Strategies as Needed
Building a Sustainable Change Management Capability Within the Organization



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Conclusion

By successfully completing this comprehensive program offered by Gentex Training Center, participants will have gained the knowledge and practical skills to become effective change management leaders. They will be equipped to navigate organizational change with confidence, create a culture of adaptability, and guide their teams towards a successful future.

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