

CHANGE MANAGEMENT MASTER



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TRAINING CENTER



Introduction

Organisations change constantly, and the difference between a transformation that holds and one that quietly unravels comes down to how well the human side is managed. The Change Management Master Training Course develops that capability to an advanced professional standard. Participants learn to assess change impact and readiness, build sponsor and communication plans, and manage resistance through evidence rather than assumption. Furthermore, the course covers the ADKAR model, Kotter's eight-step model, and Prosci methodology in depth. In addition, it addresses culture, capability building, adoption measurement, and benefit realisation. As a result, participants return able to lead change programmes that are adopted, sustained, and measurable.

Change Management Master Course Objectives

- Apply the ADKAR model to guide individual transitions through change.
- Lead change programmes using Kotter's eight-step model.
- Apply Prosci methodology and its assessment tools in depth.
- Conduct change impact, readiness, and resistance risk assessments.
- Build transformation roadmaps with phases, owners, and milestones.
- Design communication, sponsorship, and coaching plans.
- Diagnose culture and address behaviour that blocks adoption.
- Manage resistance in practice through listening and structured response.
- Measure adoption, proficiency, and benefit realisation with clear metrics.
- Build a personal change management mastery development plan.

Course Methodology

- Instructor-led sessions combining change theory with applied practice.
- Structured assessments on live or sample change initiatives.

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- Case studies of successful and failed transformation programmes.
- Practical exercises in communication, sponsorship, and resistance planning.
- Group workshops building full change plans and ADKAR scorecards.
- Continuous knowledge checks and a final assessed change mastery project.

Who Should Take This Course

- Change managers and senior change practitioners.
- Transformation and programme directors.
- Senior managers sponsoring organisational change.
- HR and organisational development professionals.
- Programme and project managers delivering change.
- Consultants advising on transformation programmes.

Change Management Master Course Outlines

Day 1: Change Management Mastery Foundations

- Why change fails and what mastery changes.
- The ADKAR model: awareness, desire, knowledge, ability, reinforcement.
- Kotter's eight-step change model and its leadership focus.
- Prosci methodology and its research foundation.
- The roles of sponsor, practitioner, line manager, and employee.
- Common failure patterns and early warning indicators.
- Workshop: mapping a live initiative to ADKAR and Kotter.

Day 2: Assessment and Readiness Mastery



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- Conducting a rigorous change impact assessment.
- Assessing organisational readiness, capacity, and resistance risk.
- Prosci risk assessment grid and scoring methodology.
- Segmenting impacted groups by impact and influence.
- Readiness factors: sponsorship, culture, and capability.
- Scoping effort, resources, and governance for change work.
- Workshop: completing a full impact and readiness assessment.

Day 3: Roadmaps, Communication, and Sponsorship

- Designing transformation roadmaps with phases and milestones.
- Sequencing initiatives and managing cross-programme dependencies.
- Communication planning: audiences, senders, messages, timing.
- Sponsor roadmap and active sponsorship practice.
- Coaching plans for line managers as change agents.
- Stakeholder mapping and engagement strategy.
- Workshop: building a transformation roadmap and sponsor plan.

Day 4: Culture, Resistance, and Capability

- Diagnosing culture and its effect on adoption.
- Behaviour change and leadership role modelling.
- Resistance management: listen, respond, adjust.
- Addressing active, passive, and covert resistance fairly.
- Training needs analysis and capability building.
- Reinforcement mechanisms, recognition, and rewards.
- Workshop: running an advanced resistance management session.





Day 5: Adoption, Benefits, and Sustained Mastery

- Measuring adoption and proficiency with ADKAR metrics.
- Change performance dashboards and executive reporting.
- Linking adoption data to benefit realisation.
- Embedding change capability in the organisation.
- Lessons learned and continuous improvement in change practice.
- Building a personal change management mastery plan.
- Workshop: presenting a change scorecard and sustainment plan.

Conclusion

By successfully completing the Change Management Master Training Course, participants will have acquired the knowledge to assess change readiness, design transformation roadmaps, build sponsorship and communication plans, address culture and resistance, and measure adoption against benefit realisation. They will also gain the ability to embed change capability across the organisation and sustain new ways of working after go-live. Furthermore, the course prepares practitioners to lead change with professional mastery rather than improvised effort. Gentex Training Center delivers this programme with a strong emphasis on practical, workplace-ready change management.

FAQs



Q1 What is the "Change Management Master" course about?

It is an advanced programme on managing organisational change end to end. It covers the ADKAR model, Kotter's eight-step model, Prosci methodology, change impact and readiness assessment, transformation roadmaps, sponsorship and communication planning, culture and resistance management, adoption measurement, and benefit realisation.

Q2 What are the key benefits of the "Change Management Master" course?

Participants gain a complete change method that raises adoption and reduces the cost of failed transformation. The course improves sponsor engagement, readiness assessment accuracy and communication quality, links adoption evidence to benefit realisation, strengthens resistance and culture handling, and builds internal change capability.

Q3 What skills will I gain from the "Change Management Master" course?

Change assessment and readiness analysis using ADKAR and Prosci tools; transformation roadmap and change plan design; sponsorship, communication and resistance management; and adoption measurement, benefit realisation and executive change reporting.



Q4 What tools, methods, or standards are covered in the "Change Management Master" 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, transformation roadmap formats, communication planning templates, sponsor roadmaps, coaching plans, stakeholder power-interest grids, culture diagnostic models, training needs analysis, reinforcement mechanisms, ADKAR adoption and proficiency metrics, and change performance dashboards.

Q5 How is the "Change Management Master" course applied in real-world practice?

Graduates apply it by assessing impact and readiness before launch, building a phased transformation roadmap with named owners, and running sponsor and communication plans with clear messages and timing. They also coach line managers as change agents, manage resistance through structured listening and adjustment, reinforce new behaviour after go-live, and report adoption metrics alongside benefit realisation.