

HR PROCESSES, CULTURE & CHANGE MANAGEMENT



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Introduction

Organizational success depends heavily on how well HR processes align with a strong workplace culture and the ability to manage change effectively. This HR Processes, Culture & Change Management Training Course prepares HR professionals to lead transformation initiatives while strengthening the values and behaviors that shape company culture. Attendees learn how to diagnose cultural gaps, design change management strategies, and embed new processes without disrupting employee engagement. Furthermore, the course introduces recognized change frameworks and culture assessment tools that guide practical decision-making. As a result, participants gain the confidence to lead HR-driven change initiatives that stick. The course blends theory with applied exercises, helping HR leaders become trusted architects of organizational culture and change.

HR Processes, Culture & Change Management Course Objectives

- Diagnose organizational culture using culture assessment tools
- Apply Kotter's 8-Step Change Model to HR initiatives
- Use the ADKAR framework to manage individual transitions
- Align HR processes with desired cultural outcomes
- Design communication plans for change initiatives
- Identify and manage resistance to change
- Build change champion networks within organizations
- Develop culture action plans tied to business strategy
- Measure the impact of culture and change programs
- Sustain change through reinforcement and feedback mechanisms

Course Methodology



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- Interactive workshops applying change management frameworks
- Case studies from successful organizational transformations
- Group exercises diagnosing culture and resistance patterns
- Role-play scenarios for leading change conversations
- Templates for communication and change action plans
- Peer discussions on real workplace culture challenges

Who Should Take This Course

- HR Managers and HR Business Partners
- Organizational Development and Culture specialists
- Change Management professionals and project leads
- Talent and Employee Experience managers
- Department heads leading transformation initiatives

HR Processes, Culture & Change Management Course Outlines

Day 1: Understanding Organizational Culture

- Defining organizational culture and its components
- Linking culture to employee behavior and performance
- Introduction to culture assessment tools and surveys
- Identifying cultural strengths and gaps
- Understanding subcultures within organizations
- Connecting culture to HR processes and policies
- Case examples of strong versus weak cultures





Day 2: Foundations of Change Management

- Overview of Kotter's 8-Step Change Model
- Introduction to the ADKAR change framework
- Understanding the psychology of organizational change
- Identifying types of organizational change
- Assessing organizational readiness for change
- Building a change management business case
- Aligning change initiatives with HR strategy

Day 3: Designing Change Strategies

- Creating a structured change management plan
- Developing stakeholder analysis and engagement maps
- Designing communication plans for different audiences
- Building change champion and sponsor networks
- Addressing resistance through targeted interventions
- Sequencing change activities for maximum impact
- Aligning HR processes with the change roadmap

Day 4: Leading Change and Culture Initiatives

- Facilitating change conversations with employees
- Coaching managers to support culture transformation
- Managing conflict during periods of change
- Embedding new behaviors into daily HR processes
- Reinforcing culture through recognition and feedback

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- Handling setbacks during implementation
- Practicing change leadership through role-play

Day 5: Measuring and Sustaining Change

- Defining metrics for culture and change success
- Using employee feedback to track change adoption
- Conducting post-implementation reviews
- Sustaining momentum after initial change rollout
- Institutionalizing culture through HR policies
- Building a long-term culture and change roadmap
- Course review and action planning

Conclusion

By successfully completing HR Processes, Culture & Change Management, participants will have acquired practical skills in diagnosing culture, applying structured change frameworks, and leading transformation initiatives that align with organizational strategy. In addition, they will understand how to embed new behaviors into HR processes and sustain change over time. This knowledge equips HR professionals to guide their organizations through transitions with confidence. Gentex Training Center delivers this course to help HR leaders build resilient, adaptive workplace cultures.

FAQs





Q1 What is the "HR Processes, Culture & Change Management" course about?

This course teaches HR professionals how to assess organizational culture and lead structured change initiatives. It covers culture diagnostics, change frameworks, and communication strategies that support successful transformation.

Q2 What are the key benefits of the "HR Processes, Culture & Change Management" course?

Participants gain the ability to reduce resistance to change, strengthen workplace culture, and align HR processes with strategic goals. As a result, organizations experience smoother transitions and higher employee engagement during change.

Q3 What skills will I gain from the "HR Processes, Culture & Change Management" course?

Attendees develop skills in culture diagnostics, change management planning, stakeholder communication, and resistance management applicable to organization-wide transformation projects.

Q4 What tools, methods, or standards are covered in the "HR Processes, Culture & Change Management" course?

The course covers Kotter's 8-Step Change Model, the ADKAR framework, culture assessment surveys, stakeholder analysis tools, and change communication planning templates.

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Q5 How is the "HR Processes, Culture & Change Management" course applied in real-world practice?

Graduates apply these methods by leading change rollouts, building change champion networks, embedding new behaviors into HR processes, and measuring culture shifts through employee feedback data.

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