

LEADING AND MANAGING CHANGE



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TRAINING CENTER



Introduction

Leading and Managing Change Training Course prepares leaders and change managers to deliver transformation that actually holds. Most change programs fail for human reasons rather than technical ones: unclear purpose, neglected stakeholders, weak sponsorship, or fatigue from constant initiatives. This program addresses those failure points directly. It combines change leadership theory with structured implementation practice. It covers diagnosis, stakeholder engagement, communication, resistance management, and adoption measurement. As a result, participants learn to plan change realistically, sustain momentum past the launch, and make the new way of working stick. Furthermore, the course covers culture, capability, and post-implementation learning.

Leading and Managing Change Course Objectives

- Apply Kotter's eight steps to a structured change program.
- Use the ADKAR model to manage individual change adoption.
- Apply Lewin's change model and the change curve.
- Diagnose readiness with stakeholder and culture assessment.
- Map stakeholders with the power-interest grid and manage coalitions.
- Build a compelling case for change with the change story.
- Design communication plans and message sequencing.
- Identify and address resistance with structured responses.
- Apply the RACI matrix and change networks for delivery governance.
- Measure adoption, benefit realization, and change sustainability.

Course Methodology

- Facilitated sessions built around real change program cases.
- Change diagnosis and readiness assessment workshops.

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- Role-play of sponsor conversations and resistance handling.
- Case studies of successful and failed transformation programs.
- Group exercises in communication planning and coalition mapping.
- Simulation of a live change rollout with decision points.
- Peer review, reflection, and a personal change leadership plan.

Who Should Take This Course

- Change and transformation managers.
- Department heads and business unit leaders.
- Project and program managers delivering change.
- HR and organizational development professionals.
- Communications and stakeholder managers.
- Process improvement and quality leaders.
- Executives sponsoring change programs.

Leading and Managing Change Course Outlines

Day 1: Foundations of Change Leadership

- Why change programs fail and what research shows.
- Types of change: incremental, transitional, and transformational.
- Kotter's eight steps as a practical framework.
- Lewin's unfreeze, change, refreeze model.
- The change curve and emotional responses to change.
- The leader's role versus the sponsor's role.
- Case study: a transformation that succeeded and one that stalled.





Day 2: Diagnosis, Readiness, and Stakeholders

- Assessing organizational readiness for change.
- Culture assessment and its effect on adoption.
- Stakeholder mapping with the power-interest grid.
- Building coalitions and identifying change champions.
- The change story: why, what, and what it means for me.
- Building the business case for change.
- Workshop: diagnosing readiness for a real change.

Day 3: Communication and Resistance

- Communication planning and message sequencing.
- Repeating key messages without fatigue.
- Two-way communication and listening channels.
- Sources of resistance: rational, emotional, and political.
- Structured responses to each type of resistance.
- Managing middle managers as key adoption influencers.
- Role-play: handling resistance in a town hall setting.

Day 4: Implementation, Capability, and Delivery

- Building the implementation roadmap and milestones.
- Change governance with the RACI matrix.
- Establishing a change agent network.
- Training, capability building, and performance support.
- Managing quick wins and early momentum.

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- Risk management for change programs.
- Simulation: leading a live change rollout.

Day 5: Adoption, Sustainment, and Learning

- Measuring adoption with the ADKAR assessment.
- Tracking benefit realization and value metrics.
- Reinforcing new behaviour and updating systems.
- Embedding change into policy, process, and culture.
- Managing initiative fatigue and change saturation.
- Capturing lessons with after-action reviews.
- Capstone: presenting a complete change management plan.

Conclusion

By successfully completing Leading and Managing Change Training Course, participants will have acquired the knowledge to diagnose readiness, build a compelling case for change, engage stakeholders and sponsors, communicate consistently, respond to resistance, deliver implementation with clear governance, and measure adoption and benefit realization. They will also understand how to embed change so it lasts beyond the program. Gentex Training Center delivers this program through applied workshops and expert facilitation, helping leaders make change stick.

FAQs for the Leading and Managing Change course





Q1 What is the "Leading and Managing Change" course about?

It is a training program that teaches how to lead and deliver organizational change successfully. It covers change frameworks, readiness diagnosis, stakeholder engagement, communication, resistance management, implementation governance, and adoption measurement.

Q2 What are the key benefits of the "Leading and Managing Change" course?

Participants gain a repeatable method for planning and delivering change, stronger stakeholder support, and fewer stalled initiatives. Organizations benefit from higher adoption rates, faster benefit realization, less change fatigue, and transformations that hold instead of reverting.

Q3 What skills will I gain from the "Leading and Managing Change" course?

Participants build change diagnosis and readiness assessment, stakeholder engagement and communication planning, resistance management and sponsor alignment, and implementation governance and adoption measurement.



Q4 What tools, methods, or standards are covered in the "Leading and Managing Change" course?

The course covers Kotter's eight steps, the ADKAR model, Lewin's change model, the change curve, readiness and culture assessment tools, the power-interest stakeholder grid, the change story, the RACI matrix, change agent networks, ADKAR adoption assessment, benefit realization tracking, and after-action reviews.

Q5 How is the "Leading and Managing Change" course applied in real-world practice?

Learners apply it by assessing readiness before launching, mapping stakeholders and building coalitions, sequencing communication carefully, responding to specific sources of resistance, governing delivery with clear roles, and tracking adoption and benefits after go-live.