

LEADING CHANGE: INNOVATIVE STRATEGIES FOR SENIOR LEADERSHIP



GENTEX[®]
TRAINING CENTER



Introduction

Leading Change: Innovative Strategies for Senior Leadership Training Course equips senior leaders to sponsor transformation that survives contact with reality. Senior leaders do not run change day to day; they set its direction, fund it, remove obstacles, and hold the organisation accountable for results. That role demands strategic judgment, political skill, and credible communication. This program addresses those demands directly. It combines enterprise change strategy with stakeholder influence and adoption measurement. As a result, participants learn to build a compelling case, align the executive team, govern delivery, and sustain momentum. Furthermore, the course covers culture, capability, and the innovation practices that keep transformation moving.

Leading Change: Innovative Strategies for Senior Leadership Course Objectives

- Apply enterprise change strategy using Kotter's eight steps and ADKAR.
- Diagnose organisational readiness and change saturation.
- Build a compelling case for change with clear value and risk logic.
- Align the executive team and define sponsorship roles.
- Map stakeholders with the power-interest grid and manage coalitions.
- Design communication strategies and message sequencing.
- Manage resistance across rational, emotional, and political sources.
- Govern delivery with the RACI matrix and change agent networks.
- Apply design thinking and agile practices to transformation.
- Measure adoption, benefit realization, and cultural shift.

Course Methodology

- Facilitated sessions built around senior-level transformation cases.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Enterprise change strategy and governance workshops.
- Role-play of executive alignment and investor-style briefings.
- Case studies of successful and failed large-scale transformations.
- Group exercises in communication planning and coalition mapping.
- Simulation of a transformation steering committee.
- Peer review, reflection, and a personal sponsorship plan.

Who Should Take This Course

- Executives and C-suite sponsors of change.
- Senior managers and business unit leaders.
- Transformation and program directors.
- Strategy and planning leaders.
- HR and organizational development executives.
- Communications and stakeholder directors.
- Board advisers and senior consultants.

Leading Change: Innovative Strategies for Senior Leadership Course Outlines

Day 1: Change Strategy at Enterprise Level

- Why large-scale transformation fails and what evidence shows.
- Types of change: incremental, transitional, and transformational.
- Kotter's eight steps adapted to senior sponsorship.
- Lewin's change model and the change curve.
- Diagnosing readiness and change saturation.



LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- The sponsor's role versus the change manager's role.
- Case study: an enterprise transformation that held.

Day 2: Building the Case and Aligning Leadership

- Constructing the value and risk logic for change.
- Writing the change story: why, what, and what it means.
- Aligning the executive team around one narrative.
- Defining sponsorship roles and decision rights.
- Governance structures, steering committees, and escalation.
- Strategic risk assessment for transformation.
- Workshop: building an executive change case.

Day 3: Stakeholders, Communication, and Politics

- Stakeholder mapping with the power-interest grid.
- Coalition building and managing opposing interests.
- Communication strategy and message sequencing.
- Persuasion principles and credible advocacy.
- Handling media, unions, regulators, and external parties.
- Managing political dynamics and internal competition.
- Role-play: an executive alignment conversation.

Day 4: Innovative Delivery and Capability

- Design thinking applied to operating model change.
- Agile delivery practices and iterative rollout.
- Building change agent networks across the organisation.



LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Capability building, reskilling, and performance support.
- Managing quick wins and early momentum.
- Initiative portfolio management and change capacity.
- Simulation: a transformation steering committee meeting.

Day 5: Adoption, Culture, and Sustained Results

- Measuring adoption with ADKAR and readiness assessments.
- Tracking benefit realization and value metrics.
- Shifting culture through symbols, systems, and incentives.
- Embedding change in policy, process, and governance.
- Managing leadership turnover and continuity of sponsorship.
- Capturing lessons with after-action reviews.
- Capstone: presenting an enterprise change strategy.

Conclusion

By successfully completing Leading Change: Innovative Strategies for Senior Leadership Training Course, participants will have acquired the knowledge to diagnose readiness, build a compelling case, align the executive team, engage stakeholders and manage resistance, govern delivery with innovative practices, and measure adoption and benefit realization. They will also understand how to embed change into culture and governance so it lasts. Gentex Training Center delivers this program through applied workshops and expert facilitation, preparing senior leaders to sponsor change that delivers.





FAQs for the Leading Change: Innovative Strategies for Senior Leadership course

Q1 What is the "Leading Change: Innovative Strategies for Senior Leadership" course about?

It is a training program for senior leaders who sponsor transformation. It covers enterprise change strategy, readiness diagnosis, executive alignment, stakeholder engagement, innovative delivery practices, and adoption measurement.

Q2 What are the key benefits of the "Leading Change: Innovative Strategies for Senior Leadership" course?

Participants gain a clear sponsorship method, stronger executive alignment, and better handling of political dynamics during change. Organizations benefit from transformations that deliver benefits, lower failure risk, less change fatigue, and results that hold after the programme closes.

Q3 What skills will I gain from the "Leading Change: Innovative Strategies for Senior Leadership" course?

Participants build enterprise change strategy and readiness diagnosis, executive alignment and sponsorship governance, stakeholder influence and resistance management, and innovative delivery and adoption measurement.



Q4 What tools, methods, or standards are covered in the "Leading Change: Innovative Strategies for Senior Leadership" course?

The course covers Kotter's eight steps, the ADKAR model, Lewin's change model, the change curve, readiness and saturation assessment, the power-interest stakeholder grid, persuasion principles, strategic risk assessment, design thinking, agile delivery practices, change agent networks, portfolio management, the RACI matrix, benefit realization tracking, and after-action reviews.

Q5 How is the "Leading Change: Innovative Strategies for Senior Leadership" course applied in real-world practice?

Learners apply it by sponsoring a change case to the executive team, defining sponsorship roles and decision rights, mapping stakeholders and sequencing communication, governing rollout in steering committees, and tracking adoption and benefits long after launch.