

PROFESSIONAL CERTIFICATE IN LEADING & MANAGING CHANGE



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TRAINING CENTER



Introduction

Change programmes fail more often from human resistance than from poor planning. The Professional Certificate in Leading & Managing Change Course prepares leaders and change professionals to handle both sides of the problem: the structure of change and the people inside it. Participants learn how to diagnose readiness, build a case for change, design a delivery roadmap, and sustain momentum after the launch. Furthermore, the course covers resistance management, communication, stakeholder politics, and benefit realisation. In addition, it builds capability for coaching people through transition. As a result, delegates leave able to lead change that is adopted rather than merely announced.

Professional Certificate in Leading & Managing Change Course Objectives

- Diagnose change readiness using stakeholder analysis, culture assessment, and readiness surveys.
- Apply Kotter's eight-step model to real change programmes.
- Use the ADKAR framework to manage individual transition and adoption.
- Apply the Change Curve and Bridges' transition model to human responses.
- Build a compelling case for change using the Golden Circle and burning platform logic.
- Design change communication plans with clear sequencing and message discipline.
- Manage resistance, scepticism, and change fatigue through structured dialogue.
- Map stakeholders and build coalitions using power-interest analysis.
- Apply programme governance methods including benefits realisation and stage gates.
- Coach managers and teams through transition using the GROW model.

Course Methodology

- Interactive workshops led by change management practitioners.

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- Case studies of transformation programmes and their outcomes.
- Diagnostic exercises using readiness and stakeholder assessment tools.
- Group work on change roadmaps and communication plans.
- Role-play of resistance conversations and stakeholder alignment meetings.
- Simulation of a change programme across multiple business units.
- Capstone project: presenting a complete change management plan.

Who Should Take This Course

- Change managers and transformation programme leads.
- HR and organisational development professionals.
- Senior managers sponsoring change initiatives.
- Project and programme managers delivering change.
- Internal communication and engagement specialists.
- Consultants supporting organisational change.

Professional Certificate in Leading & Managing Change Course Outlines

Day 1: Foundations of Change Leadership

- Why change programmes fail and what distinguishes success.
- Types of change: incremental, transitional, and transformational.
- Kotter's eight-step model and its practical application.
- The Change Curve and Bridges' transition model.
- Roles of sponsor, change agent, and line manager.
- Diagnosing organisational readiness.



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- Exercise: assessing readiness for a live change.

Day 2: Building the Case and Designing the Change

- Developing a compelling case for change.
- Applying the Golden Circle to communicate purpose.
- Defining the change vision, scope, and success measures.
- Designing a change roadmap with phases and milestones.
- Stakeholder mapping using power-interest analysis.
- Assessing impact on roles, processes, and systems.
- Workshop: building a change roadmap.

Day 3: Communication and Stakeholder Engagement

- Communication planning across the change journey.
- Message sequencing and consistency discipline.
- Building coalitions and identifying change champions.
- Running engagement sessions and consultation forums.
- Managing difficult messages and expectation gaps.
- Using storytelling to make change memorable.
- Role-play: addressing a sceptical stakeholder group.

Day 4: Resistance, Adoption, and Capability

- Understanding resistance types and root causes.
- Applying the ADKAR framework to individual transition.
- Managing change fatigue and initiative overload.
- Coaching managers through transition with the GROW model.



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- Training, toolkits, and readiness building.
- Handling politics and competing agendas.
- Case exercise: turning resistance into adoption.

Day 5: Governance, Benefits, and Sustaining Change

- Programme governance, stage gates, and decision rights.
- Benefit realisation and change performance metrics.
- Adoption and engagement measurement.
- Reinforcing change through systems, rewards, and rituals.
- Embedding change into business-as-usual operations.
- Reviewing and learning from change outcomes.
- Capstone project: presenting a change management plan.

Conclusion

By successfully completing Professional Certificate in Leading & Managing Change, participants will have acquired practical knowledge of change models, readiness diagnosis, communication planning, resistance management, and benefit realisation. They will understand how to move people through transition and how to embed change into daily operations. In addition, they will gain a complete change management toolkit and an applied plan. Gentex Training Center builds this programme around live practice, so delegates return ready to lead change that lasts.

FAQs





Q1 What is the "Professional Certificate in Leading & Managing Change" course about?

It covers how to lead change from both the structural and human side. Participants learn readiness diagnosis, Kotter's model, ADKAR, communication planning, resistance management, and benefit realisation. The course focuses on adoption rather than announcement.

Q2 What are the key benefits of the "Professional Certificate in Leading & Managing Change" course?

It raises the success rate of change programmes by addressing resistance early and communicating consistently. Participants gain diagnostic, planning, and coaching skills plus a structured governance approach. Organisations benefit from faster adoption, less change fatigue, and measurable benefits.

Q3 What skills will I gain from the "Professional Certificate in Leading & Managing Change" course?

Participants gain change diagnosis and readiness assessment, change design and roadmap planning, communication and stakeholder engagement, and resistance management and benefit realisation.



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

The course covers Kotter's eight-step model, the ADKAR framework, the Change Curve and Bridges' transition model, the Golden Circle, power-interest stakeholder mapping, change roadmaps and impact assessments, communication planning templates, stage-gate governance, benefit realisation methods, adoption and engagement metrics, and the GROW coaching model.

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

Participants apply it by assessing readiness before launch, building a phased roadmap, and mapping stakeholders with tailored engagement. They also hold resistance conversations with evidence, coach managers through transition, and track adoption and benefit metrics to keep the change embedded.