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Learning Style: Virtual Classroom

Technology:

Difficulty: Beginner

Course Duration: 2 Days

Next Course Date: **November 3, 2025**

Organizational Change Management



About This Course:

70% of change initiatives fail due to poor planning and resistance. Don't let your organization become part of that statistic. Successful change management requires strong leadership, clear communication, and the right strategy. This Organizational

Change Management Training Course provides the essential skills and frameworks to help professionals navigate change effectively, minimize resistance, and drive successful transformations within their organizations.

Course Objectives:

- This course provides a structured approach to managing change, equipping professionals with the skills to prepare, implement, and sustain change initiatives. Participants will learn to analyze organizational readiness, develop change management strategies, and communicate effectively with stakeholders. By exploring leading frameworks like ADKAR, Kotter's 8-Step Process, and Lewin's Change Model, attendees will gain hands-on expertise to minimize resistance, enhance employee engagement, and drive business success.

Audience:

- All projects introduce change into organizations which invariably change the way stakeholders work. Organizational change management is about helping people let go of old practices and embrace the new. This course is intended for anyone who needs to help stakeholders through their personal change transition.

Prerequisites:

- None

Course Outline:

OCM Overview

- Personal change assessment
- OCM defined
- Common organizational change models
- OCM Framework

Define the Change

- Change drivers
- Create a vision statement
- Define the change

Assess Organizational Readiness

- Organizational change readiness overview
- Conduct a Force Field Analysis
- Conduct a Stakeholder Analysis
- Conduct an Impact Analysis
- Create a Survey

Plan for the Change

- Determine change approach
- Benefits management
- Risk management
- Identify change benefits and risks
- Build a governance structure
- Build a change network
- Identify change tasks and activities

Overcoming Resistance

- Why people are resistant to change
- Levels of resistance
- Steps to overcoming resistance
- Capture ideas on how to help people overcome resistance

OCM Communication Plan

- Create a change communication plan
- Create a marketing plan
- Create a feedback strategy plan
- Create a training plan

Implement and Sustain the Change

- Implement change activities
- Sustain the change activities