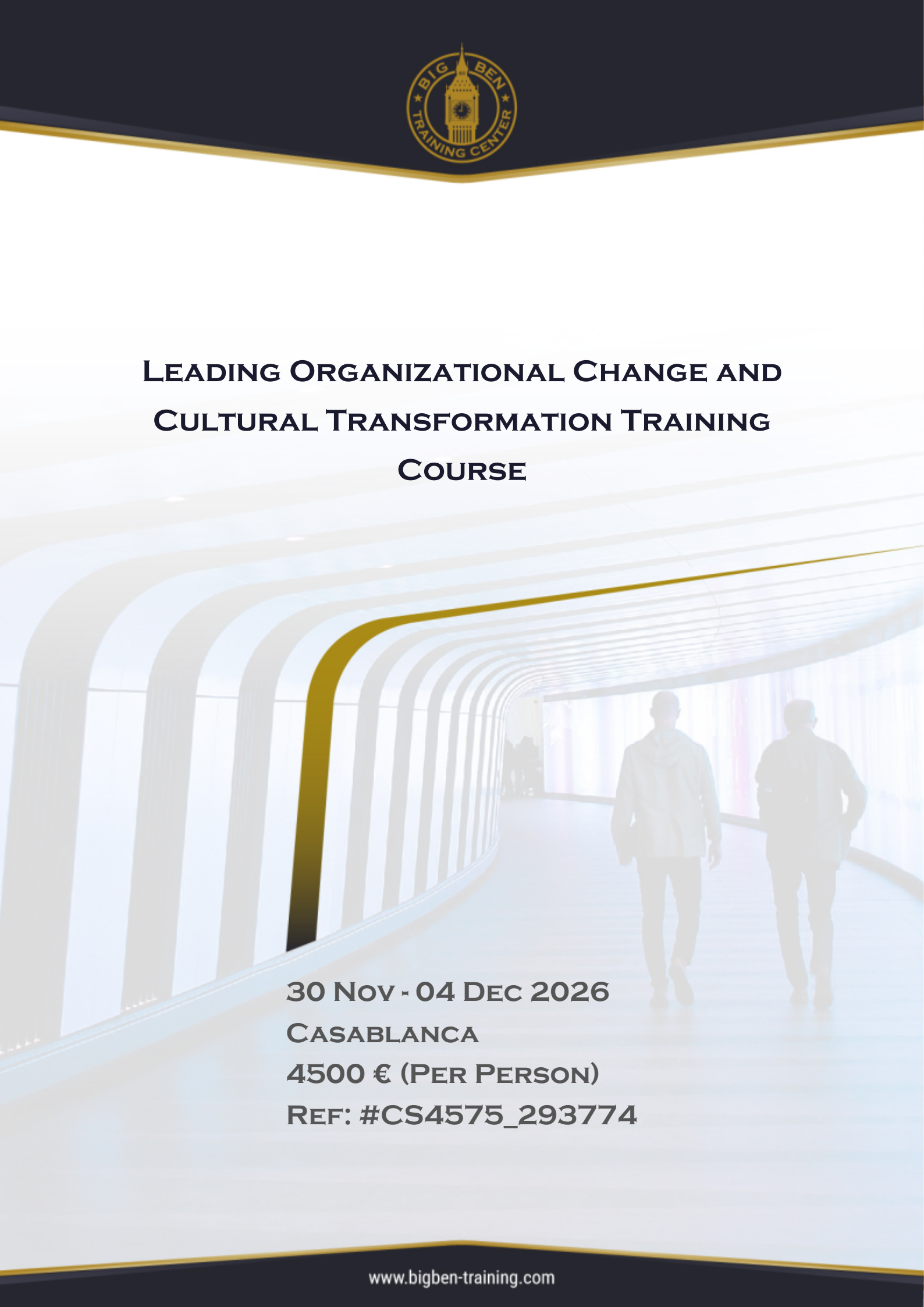
Leading Organizational Change and Cultural Transformation Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CS4575_293774

Course Introduction / Overview:

In today's volatile and uncertain business environment, the ability to lead organizational change and cultural transformation is no longer a specialized skill but a core leadership competency. This intensive training course is designed to equip leaders with the strategic frameworks and practical tools needed to navigate the complexities of change successfully. Drawing on foundational theories from renowned experts like John P. Kotter, author of the seminal work "Leading Change," this program moves beyond theoretical models to offer actionable insights. Participants will explore how to diagnose the need for change, craft a compelling vision, and build the momentum required for a successful transformation. At BIG BEN Training Center, we understand that true transformation involves more than just process redesign; it requires a fundamental shift in organizational culture. This course provides a comprehensive roadmap for aligning strategy, structure, and culture, enabling leaders to manage resistance, foster employee engagement, and embed new behaviors that drive sustainable performance and create a more agile, resilient organization prepared for future challenges.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and Senior Executives.
- Vice Presidents and Directors.
- Department Heads and Senior Managers.
- Change Management Professionals and Consultants.
- Human Resources (HR) Directors and Business Partners.
- Project and Program Managers leading transformation initiatives.
- Team Leaders and Supervisors responsible for implementing change.
- Organizational Development (OD) Specialists.

Target Sectors and Industries:

- Technology and Information Technology.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Telecommunications.
- Energy and Utilities.
- Government Agencies and Public Sector Organizations.
- Non-Profit and Educational Institutions.

Target Organizations Departments:

- Executive Leadership and C-Suite.
- Human Resources and Talent Management.
- Strategy and Corporate Planning.
- Operations and Production.
- Information Technology (IT).
- Project Management Office (PMO).
- Marketing and Sales.
- Finance and Administration.

Course Offerings:

By the end of this course, the participants will have able to:

- Diagnose the need for change and assess organizational readiness.
- Develop a clear and compelling vision for change and transformation.
- Apply proven change management models like Kotter's 8-Step Process.
- Master communication strategies to build buy-in and manage stakeholders.
- Identify, analyze, and effectively manage resistance to change.
- Design initiatives to actively shape and transform organizational culture.
- Align leadership behaviors with the desired cultural values.
- Implement strategies to embed and sustain change for long-term success.
- Measure the impact of change initiatives on performance and morale.
- Foster a culture of agility and continuous improvement.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the participant's professional context. We believe that learning is most effective when it combines knowledge acquisition with practical application. This course moves beyond traditional lectures, employing a blended learning approach that includes facilitator-led discussions, in-depth case study analyses of real-world organizational transformations, and collaborative group exercises. Participants will engage in role-playing scenarios to practice managing difficult conversations and overcoming resistance. Interactive workshops will guide attendees in developing a change communication plan and a cultural assessment framework. Ample time is dedicated to peer-to-peer learning, allowing participants to share experiences and solutions from their own organizations. Our expert facilitators provide continuous feedback and coaching, ensuring that each participant leaves with not only a deep understanding of change leadership principles but also the confidence and a personalized action plan to implement them effectively within their teams and organizations.

Course Agenda (Course Units):

Unit One: Foundations of Organizational Change and Culture

- The imperative for change in the modern business landscape.
- Differentiating between change management and change leadership.
- Understanding the deep-rooted nature of organizational culture.
- The interconnectedness of strategy, culture, and leadership.
- Key models of change management (Lewin, Kotter, ADKAR).
- Assessing organizational readiness and capacity for change.
- The critical role of leadership in initiating and sponsoring change.

Unit Two: Strategizing and Planning for Transformation

- Crafting a compelling vision and strategic narrative for change.
- Establishing a sense of urgency to mobilize the organization.
- Building a powerful guiding coalition and change agent network.
- Conducting comprehensive stakeholder analysis and mapping.
- Defining clear objectives, milestones, and success metrics.
- Developing a robust and integrated change management plan.
- Anticipating potential risks and developing mitigation strategies.

Unit Three: Executing Change and Managing the Human Element

- Developing and implementing a multi-channel communication strategy.
- Empowering employees for broad-based action and removing barriers.
- Generating and celebrating short-term wins to build momentum.
- Techniques for identifying and understanding sources of resistance.
- Strategies for managing resistance constructively and empathetically.
- Coaching and supporting managers to lead their teams through change.
- Maintaining productivity and morale during periods of uncertainty.

Unit Four: Leading a Deep Cultural Transformation

- Diagnosing the existing organizational culture (artifacts, values, assumptions).
- Defining the target culture aligned with strategic goals.
- Identifying the key behavioral shifts required for cultural change.
- The role of storytelling and symbols in shaping culture.
- Aligning systems, processes, and policies with the new culture.
- Leadership modeling and the shadow of the leader.
- Measuring and tracking cultural change and its impact.

Unit Five: Sustaining Change and Building a Resilient Organization

- Anchoring new approaches and behaviors into the organizational culture.
- Integrating change management into continuous improvement processes.
- Developing internal change leadership capabilities for the future.
- Building organizational resilience and adaptability.
- Learning from change initiatives through after-action reviews.
- Creating a culture that embraces innovation and agility.
- Developing a personal action plan for leading future change.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can leaders balance the need for rapid, decisive change with the equally important need for inclusive, empathetic engagement to ensure cultural transformation is both effective and sustainable?

What unique qualities does this course offer compared to other courses?

This training course distinguishes itself by offering a holistic and integrated perspective on organizational transformation. While many programs treat change management and cultural development as separate disciplines, this course is built on the principle that they are inextricably linked. We go beyond teaching mechanical process models to delve into the complex human dynamics that determine the success or failure of any major initiative. The curriculum is uniquely designed to balance the 'science' of strategic planning and project execution with the 'art' of inspirational leadership, communication, and cultural stewardship. Participants will not just learn theories; they will engage with real-world, contemporary case studies that reflect the current challenges of digital disruption, global market shifts, and evolving workforce expectations. The emphasis is on developing practical, actionable skills that enable leaders to move from simply managing a change project to truly leading a profound and lasting organizational transformation, fostering an environment of resilience and continuous adaptation.