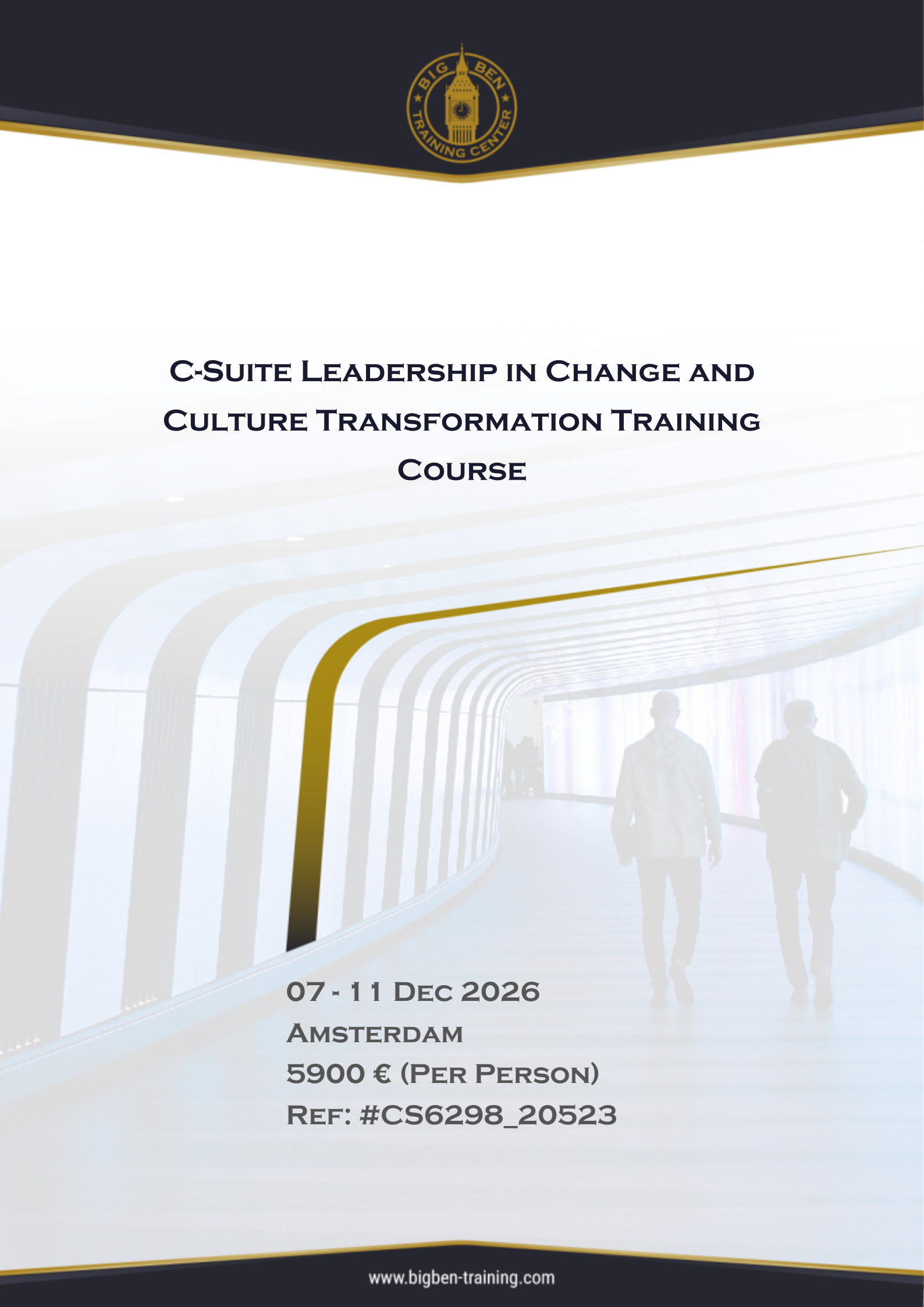
C-Suite Leadership in Change and Culture Transformation Training Course



07 - 11 Dec 2026

Amsterdam

5900 € (Per Person)

Ref: #CS6298_20523

Course Introduction / Overview:

This intensive training course is designed for senior executives tasked with steering their organizations through the complexities of significant change and cultural evolution. In today's volatile business environment, the ability to lead strategic change initiatives is no longer a specialized skill but a core executive competency. This program moves beyond theoretical frameworks to provide a pragmatic roadmap for C-Suite leaders. We will explore the profound insights of thought leaders like John P. Kotter, whose seminal work "Leading Change" established a foundational understanding of the urgency and vision required for successful transformation. The curriculum meticulously integrates the dual challenges of managing operational change while simultaneously shaping a high-performance organizational culture that can sustain it. At BIG BEN Training Center, we understand that true transformation is driven from the top. Therefore, this course equips participants with the diagnostic tools, communication strategies, and leadership agility needed to inspire commitment, overcome resistance, and embed new behaviors and values deep within the organizational fabric, ensuring that change is not just implemented but truly embraced for long-term competitive advantage and organizational resilience.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs).
- Chief Operating Officers (COOs).
- Chief Financial Officers (CFOs).
- Chief Information Officers (CIOs) and Chief Technology Officers (CTOs).
- Board Members and Chairpersons.
- Executive Vice Presidents and Senior Vice Presidents.
- Heads of Strategy and Corporate Development.
- Human Resources Executives and Chief People Officers.
- Leaders of major business units or divisions.

Target Sectors and Industries:

- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Technology and Telecommunications.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Energy and Utilities.
- Professional Services and Consulting.
- Governmental bodies and Public Sector organizations.
- Non-Profit and Educational Institutions.

Target Organizations Departments:

- Executive Leadership and Board of Directors.
- Strategy and Business Planning.
- Human Resources and Organizational Development.
- Operations and Supply Chain Management.
- Corporate Communications and Public Relations.
- Information Technology and Digital Transformation.
- Finance and Mergers & Acquisitions.
- Marketing and Sales.
- Legal and Compliance.

Course Offerings:

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

- Develop a compelling vision and strategic framework for organizational change and culture transformation.
- Master advanced communication strategies to build buy-in and manage stakeholder expectations effectively.
- Diagnose the existing organizational culture and identify key levers for change.
- Apply established change management models like Kotter's 8-Step Process and the ADKAR model at a strategic level.
- Lead the organization through resistance by understanding its psychological and structural root causes.
- Design initiatives that align leadership behaviors with the desired future-state culture.
- Establish metrics and KPIs to measure the progress and impact of transformation efforts.
- Foster a culture of agility and continuous improvement to ensure sustainable change.
- Integrate cultural considerations into post-merger integration and other large-scale strategic shifts.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application, especially for a senior executive audience. This course eschews traditional lecture-based formats in favor of a highly interactive and experiential learning environment. The approach is centered on a blend of C-suite level case studies, strategic simulations, and peer-to-peer consulting sessions where participants can workshop their own organizational challenges in a confidential setting. We facilitate in-depth discussions and debates on the nuances of leading change, encouraging participants to share their experiences and learn from one another. The curriculum incorporates practical toolkits, diagnostic instruments for culture assessment, and frameworks for change readiness. Expert facilitators guide participants through role-playing scenarios focused on critical conversations, such as addressing resistant stakeholders or communicating a difficult change. Continuous feedback is a cornerstone of our method, ensuring that learning is immediately applicable. The goal is to move beyond theory and equip leaders with the tangible skills and strategic mindset required to drive successful and sustainable transformation within their organizations.

Course Agenda (Course Units):

Unit One: The Executive Imperative for Change and Transformation

- The role of the C-Suite in sponsoring and leading change.
- Distinguishing between change management and culture transformation.
- Linking strategic initiatives directly to cultural and operational change.
- Analyzing the forces driving change in the modern business landscape.
- Developing a compelling vision and a clear case for change.
- The financial and non-financial ROI of successful transformation.
- Common pitfalls in executive-led change initiatives and how to avoid them.

Unit Two: Architecting a High-Performance Organizational Culture

- Diagnosing your current organizational culture using proven assessment tools.
- Defining the target culture required to achieve strategic objectives.
- Identifying the gap between the current and desired cultural states.
- The critical role of leadership behaviors in shaping and reinforcing culture.
- Designing rituals, symbols, and systems to support cultural evolution.
- Aligning recruitment, performance management, and reward systems with the new culture.
- Case studies of successful and failed culture transformation efforts.

Unit Three: Frameworks for Executing Strategic Change

- A deep dive into John Kotter's 8-Step Process for Leading Change.
- Applying the Prosci ADKAR Model for individual change management.
- Building a powerful guiding coalition and change leadership team.
- Developing a multi-channel strategic communication plan.
- Techniques for effective stakeholder analysis and engagement mapping.
- Managing the change journey from planning to implementation.
- Integrating agile principles into large-scale change projects.

Unit Four: Navigating Resistance and Building Organizational Resilience

- Understanding the psychology and root causes of resistance to change.
- Proactive strategies for anticipating and mitigating resistance.
- Techniques for engaging with and converting influential detractors.
- Building organizational resilience and change readiness.
- The power of short-term wins to build and sustain momentum.
- Coaching middle managers to become effective change agents.
- Managing the human side of change, including stress and uncertainty.

Unit Five: Sustaining Transformation and Measuring Impact

- Anchoring new approaches in the culture for long-term sustainability.
- Developing metrics and dashboards to track transformation progress.
- Measuring the impact of culture on key business outcomes.
- Creating mechanisms for continuous learning and adaptation.
- Leadership succession planning to protect and evolve the new culture.
- Communicating success and institutionalizing the transformation.
- Future-proofing the organization for the next wave of change.

FAQ:

Qualifications required for registering to this course?

There are no prerequisites.

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

This training course extends over five days, with a daily duration ranging from 4 to 5 hours, including breaks and interactive activities, bringing the total to 20–25 training hours.

Something to think about:

How can a C-Suite leader effectively champion a culture of psychological safety and innovation while simultaneously driving accountability for results during a high-stakes organizational transformation?

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

This course is uniquely positioned by its exclusive focus on the C-Suite and senior executive perspective, moving beyond the tactical "how-to" of change management to address the strategic "why" and "what" of leading enterprise-wide transformation. Unlike generic programs that treat change and culture as separate disciplines, our curriculum deeply integrates them, recognizing that one cannot succeed without the other. We emphasize the critical role of leadership behavior modeling, providing a confidential forum for executives to explore how their personal actions directly shape organizational culture. The methodology is built around strategic dialogue and peer-to-peer problem-solving rather than passive learning, using complex, real-world case studies relevant to senior leaders. The core differentiator is our focus on sustainability; we equip participants not just to manage a single change project, but to build a resilient, agile organization capable of continuous evolution. The insights gained are not about implementing a rigid process, but about mastering the art of leading people through ambiguity and inspiring a shared commitment to a new future.