Leading Organizational Change in the Digital Age Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #DT3611_273518

Course Introduction / Overview:

The contemporary business landscape is defined by relentless digital disruption, compelling organizations to adapt or risk obsolescence. This training course is meticulously designed to equip leaders with the essential skills to navigate and spearhead successful organizational change in this volatile environment. We move beyond theoretical frameworks to provide actionable strategies for managing the complexities of digital transformation. Drawing upon the seminal work of thought leaders like John P. Kotter, particularly his insights from the book "Leading Change," this program emphasizes the critical balance between technological adoption and human-centric leadership. Participants will explore how to build resilient, agile, and forward-thinking teams capable of thriving amidst uncertainty. At BIG BEN Training Center, we provide a comprehensive roadmap for diagnosing change readiness, crafting a compelling vision, managing resistance, and embedding new practices into the organizational culture. This course is not merely about implementing new systems; it is about cultivating a mindset of continuous innovation and leading people effectively through the entire transformation journey, ensuring sustainable growth and a competitive edge in the digital age.

Target Audience / This training course is suitable for:

- C-Suite Executives and Board Members.
- Senior and Mid-Level Managers.
- Team Leaders and Supervisors.
- Human Resources Directors and Business Partners.
- IT and Technology Leaders.
- Project and Program Managers.
- Change Management Professionals and Consultants.
- Heads of Strategy and Business Development.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical Industries.
- Retail and E-commerce.
- Manufacturing and Engineering.
- Consulting and Professional Services.
- Government Agencies and Public Sector Organizations.
- Education and Non-Profit Organizations.
- Energy and Utilities.

Target Organizations Departments:

- Executive Leadership and Strategy.
- Human Resources and Organizational Development.
- Information Technology (IT) and Digital Transformation Units.
- Operations and Supply Chain Management.
- Project Management Office (PMO).
- Marketing and Sales.
- Customer Service and Experience.
- Finance and Administration.
- Research and Development (R&D).

Course Offerings:

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

- Develop a comprehensive strategy for leading digital transformation initiatives.
- Apply established change management models like Kotter's 8-Step Process and the ADKAR model.
- Conduct thorough organizational readiness and impact assessments.
- Design and execute effective change communication plans for diverse stakeholders.
- Identify, analyze, and proactively manage resistance to change.
- Cultivate an organizational culture that embraces innovation, agility, and continuous learning.
- Lead and motivate teams, including remote and hybrid ones, through periods of uncertainty.
- Utilize data-driven insights to make informed decisions throughout the change lifecycle.
- Measure the success of change initiatives using relevant key performance indicators (KPIs).
- Foster psychological safety and build resilience within their teams.

Course Methodology:

This training course from BIG BEN Training Center employs a dynamic and interactive learning methodology designed for maximum knowledge retention and practical application. The approach is centered on experiential learning, moving beyond traditional lectures to immerse participants in real-world scenarios. Through a series of in-depth case studies of successful and failed digital transformations, attendees will analyze complex challenges and deconstruct effective leadership strategies. Interactive group discussions and peer-to-peer feedback sessions will foster a collaborative environment, allowing participants to share experiences and gain diverse perspectives. A significant portion of the training will be dedicated to hands-on workshops and role-playing exercises, where participants will practice skills such as stakeholder communication, managing difficult conversations, and building a guiding coalition. These practical simulations are designed to build confidence and competence in applying change management principles. The facilitator will guide participants in developing personal action plans, ensuring that the concepts learned are directly transferable to their unique organizational contexts and challenges.

Course Agenda (Course Units):

Unit One: Foundations of Change Leadership in the Digital Era

- Understanding the drivers of digital disruption and transformation.
- The evolving role of leadership in a volatile, uncertain, complex, and ambiguous (VUCA) world.
- Contrasting traditional change management with agile and adaptive approaches.
- Core principles of organizational change psychology.
- Introduction to foundational change models: Lewin's Three-Step Model.
- Deep dive into Kotter's 8-Step Process for Leading Change.
- Introduction to the Prosci ADKAR Model for individual change.
- Assessing organizational culture and readiness for change.

Unit Two: Vision, Strategy, and Stakeholder Alignment

- Crafting a compelling and clear vision for change.
- Aligning the change initiative with overarching business objectives and strategy.
- Conducting a comprehensive stakeholder analysis and mapping.
- Building a powerful guiding coalition to champion the change.
- Defining clear roles, responsibilities, and governance structures.
- Developing a strategic roadmap for the transformation journey.
- Identifying key performance indicators (KPIs) to measure success.
- Risk assessment and mitigation planning for change initiatives.

Unit Three: Executing Change and Effective Communication

- Developing a multi-channel strategic communication plan.
- Techniques for communicating the "why" behind the change effectively.
- Identifying and addressing the root causes of resistance.
- Strategies for managing and overcoming resistance constructively.
- Empowering employees for broad-based action and removing obstacles.
- Leveraging technology and digital tools to facilitate communication and collaboration.
- Generating and celebrating short-term wins to build momentum.
- Techniques for active listening and gathering feedback during implementation.

Unit Four: Leading People Through the Transition

- The leader's role in managing the human side of change.
- Applying emotional intelligence to lead with empathy and build trust.
- Coaching and mentoring team members through uncertainty.
- Building individual and team resilience to navigate setbacks.
- Managing the unique challenges of leading change in remote and hybrid work environments.
- Conflict resolution strategies for teams undergoing transformation.
- Fostering psychological safety to encourage innovation and risk-taking.
- Recognizing and preventing change fatigue and burnout.

Unit Five: Sustaining Change and Cultivating a Digital Culture

- Anchoring new behaviors and processes into the organizational culture.
- Integrating change into onboarding, performance management, and reward systems.
- Establishing mechanisms for continuous improvement and learning.
- Analyzing data and metrics to evaluate the long-term impact of the change.
- Planning for the next phase of evolution and future-proofing the organization.
- The leader's role in modeling and championing the new culture.
- Developing a personal leadership action plan for driving future changes.
- Final course review and capstone discussion on leading sustainable transformation.

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:

In an era of constant technological disruption, is it more critical for a leader to manage the change process meticulously or to cultivate an organizational culture that embraces change organically?

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

This course distinguishes itself by focusing intensely on the human-centric aspects of digital transformation, an element often overshadowed by purely technological discussions in other programs. While many courses concentrate on the "what" and "how" of implementing new systems, we delve deeply into the "who" and "why," equipping leaders with the sophisticated skills needed to guide people through uncertainty. Our curriculum is built on a foundation of organizational psychology and emotional intelligence, recognizing that the ultimate success of any change initiative rests on employee buy-in, resilience, and adaptation. Rather than just presenting theoretical models, we utilize immersive case studies and role-playing scenarios that mirror the complex, real-world challenges leaders face, from managing deep-seated resistance to preventing change fatigue in hybrid teams. The program emphasizes the development of a coaching-based leadership style, empowering participants to foster a culture of psychological safety and continuous learning. This focus on cultivating an agile and adaptive culture, rather than just managing a one-time project, provides a more sustainable and strategic advantage in the ever-evolving digital landscape.