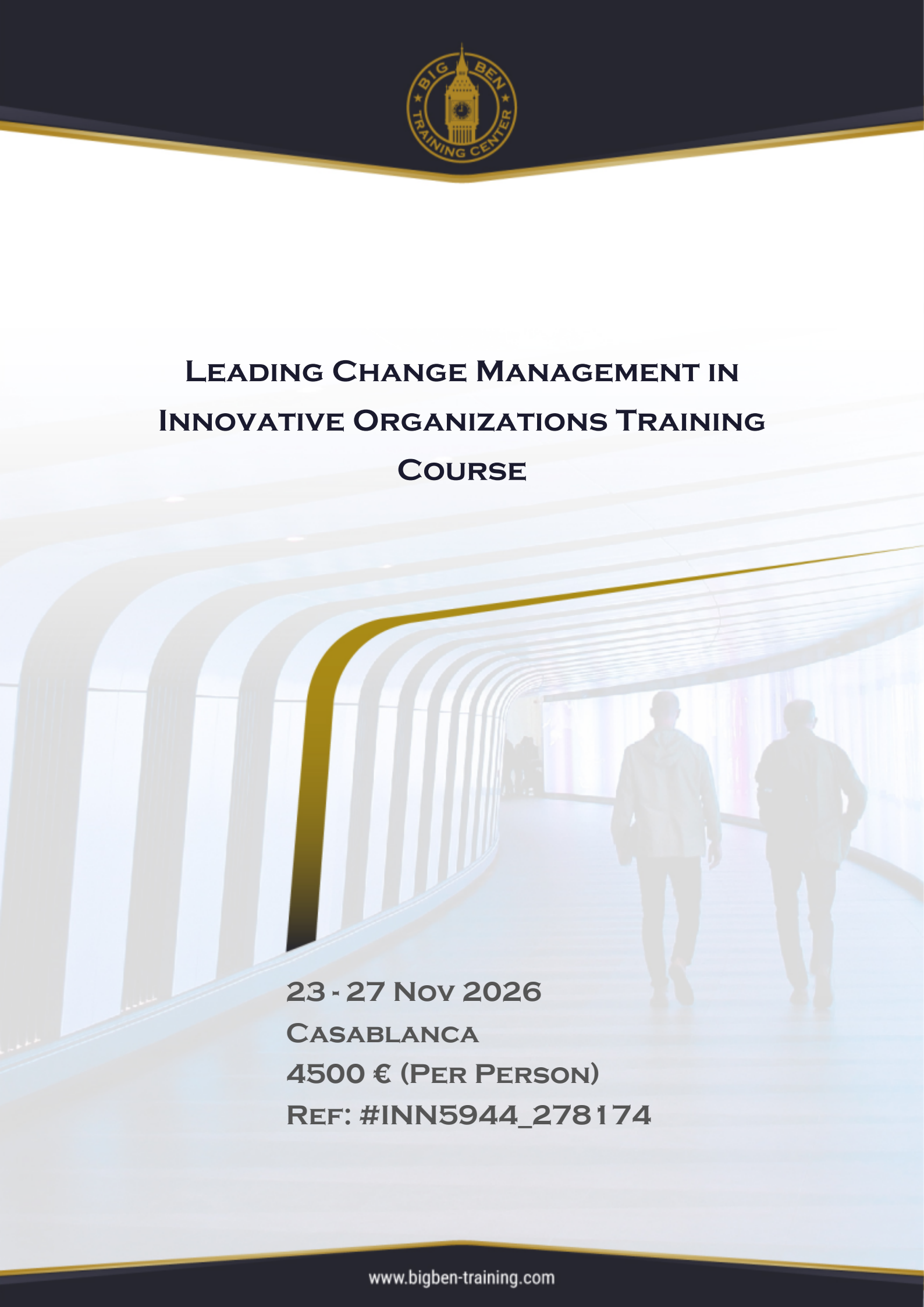
Leading Change Management in Innovative Organizations Training Course



23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #INN5944_278174

Course Introduction / Overview:

In today's volatile, uncertain, complex, and ambiguous (VUCA) business environment, the only constant is change. The ability to not just manage but lead organizational change is the defining characteristic of successful and innovative organizations. This course is meticulously designed to transform participants into confident change leaders capable of steering their teams and organizations through complex transitions. Drawing on foundational theories from acclaimed experts like John P. Kotter, particularly from his seminal work "Leading Change," this program provides a comprehensive roadmap for implementing sustainable change. We will explore the psychological underpinnings of resistance, the strategic importance of communication, and the critical role of leadership in fostering a culture that embraces innovation. At BIG BEN Training Center, we believe that effective change management is a blend of art and science. This course offers a deep dive into proven frameworks like the ADKAR model and agile change methodologies, equipping participants with the practical tools and strategic mindset needed to drive digital transformation, navigate mergers, and implement new business processes successfully, ensuring long-term organizational resilience and growth.

Target Audience / This training course is suitable for:

- Senior and Mid-Level Managers.
- Team Leaders and Supervisors.
- Project and Program Managers.
- Human Resources Professionals and Business Partners.
- Organizational Development Practitioners.
- IT and Technology Leaders.
- Executives and Department Heads.
- Entrepreneurs and Business Owners.
- Consultants specializing in business transformation.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Energy and Utilities.
- Governmental Agencies and Public Sector Organizations.
- Consulting and Professional Services.
- Education and Non-Profit Organizations.

Target Organizations Departments:

- Human Resources and Talent Management.
- Operations and Supply Chain Management.
- Information Technology and Digital Transformation.
- Project Management Office (PMO).
- Strategy and Corporate Planning.
- Marketing and Sales.
- Finance and Administration.
- Research and Development (R&D).
- Customer Service and Support.

Course Offerings:

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

- Analyze the drivers of organizational change and diagnose the need for transformation.
- Apply established change management models like Kotter's 8-Step Process and the ADKAR model.
- Develop a comprehensive change management strategy and implementation plan.
- Craft and execute a powerful communication plan to engage stakeholders at all levels.
- Identify, analyze, and proactively manage resistance to change within teams.
- Build and lead a guiding coalition to champion the change initiative.
- Foster a culture of psychological safety and resilience to support continuous innovation.
- Measure the impact and success of change initiatives using key performance indicators.
- Lead change in an agile and adaptive manner suitable for dynamic environments.
- Anchor new changes into the organizational culture for long-term sustainability.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and participant-centered. We move beyond traditional lectures to create a dynamic learning environment where theoretical knowledge is immediately applied to real-world challenges. The course heavily utilizes a blend of instructional techniques, including facilitator-led presentations, in-depth case study analyses of successful and failed change initiatives, and interactive group discussions that encourage peer-to-peer learning. Participants will engage in practical exercises, simulations, and role-playing scenarios that mirror the complexities of leading change in the workplace. A significant portion of the program is dedicated to collaborative workshops where attendees will develop change management plans for their own organizational contexts. Continuous feedback from the instructor and peers is a core component, ensuring that participants can refine their strategies and leadership approaches throughout the five days. This hands-on, immersive approach guarantees that participants leave not just with knowledge, but with the confidence and skills to implement effective change immediately.

Course Agenda (Course Units):

Unit One: The Foundations of Change and Innovation

- The Imperative for Change in the Modern Organization.
- Understanding the Psychology of Change and Human Reactions.
- Differentiating Between Change Management and Change Leadership.
- Key Change Management Models Part 1: Lewin's Three-Stage Model.
- Key Change Management Models Part 2: Kotter's 8-Step Process for Leading Change.
- Key Change Management Models Part 3: The Prosci ADKAR Model.
- The Intrinsic Link Between Change Management and Sustained Innovation.

Unit Two: Strategic Change Leadership and Vision

- Defining a Clear and Compelling Vision for Change.
- The Leader's Role in Championing and Communicating the Vision.
- Conducting a Stakeholder Analysis and Mapping Influence.
- Building a Powerful Guiding Coalition to Drive Momentum.
- Assessing Organizational Readiness and Change Impact.
- Developing a Strategic Communication Plan for Maximum Engagement.
- Aligning Change Initiatives with Overall Business Strategy and Goals.

Unit Three: Implementing and Managing the Transition

- Creating a Detailed and Actionable Change Implementation Roadmap.
- Identifying and Analyzing Potential Sources of Resistance.
- Strategies for Proactively Managing and Overcoming Resistance.
- Empowering Employees for Broad-Based Action and Involvement.
- Generating and Celebrating Short-Term Wins to Build Morale.
- Techniques for Managing the "Neutral Zone" During Transition.
- The Role of Coaching and Mentoring in Supporting Individuals Through Change.

Unit Four: Fostering a Culture of Agility and Resilience

- Building Organizational Resilience and Adaptive Capacity.
- Principles of Agile Change Management for Rapid Iteration.
- Creating Psychological Safety to Encourage Risk-Taking and Innovation.
- Leading Change in a Volatile, Uncertain, Complex, and Ambiguous (VUCA) World.
- Learning from Setbacks and Fostering a Growth Mindset.
- Integrating Change Management into the Fabric of the Organization.
- Tools and Techniques for Continuous Feedback and Improvement.

Unit Five: Sustaining Change and Measuring Success

- Anchoring New Approaches and Behaviors in the Corporate Culture.
- Developing Metrics and KPIs to Measure the Impact of Change.
- Conducting After-Action Reviews to Capture Lessons Learned.
- The Leader's Role in Reinforcing and Sustaining Change Over the Long Term.
- Managing Digital Transformation and Technology-Driven Change.
- Future-Proofing the Organization for Continuous Evolution.
- Developing a Personal Action Plan for Leading Change Effectively.

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 a leader balance the need for rapid, disruptive innovation with the human need for stability and psychological safety during organizational change?

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

This course distinguishes itself by adopting a holistic, leadership-centric approach that deeply integrates the principles of innovation with the mechanics of change management. While many programs focus solely on the procedural aspects of implementing change, we place a significant emphasis on the human element and the leader's role in fostering a resilient, adaptive culture. We move beyond simply teaching models like Kotter's or ADKAR; we challenge participants to critically analyze when and how to blend these frameworks with agile methodologies to suit today's fast-paced environments. The curriculum is uniquely structured to address the psychological journey of employees during a transition, equipping leaders with the empathy and communication skills needed to build trust and mitigate resistance effectively. Rather than providing a one-size-fits-all toolkit, this course cultivates a strategic mindset, enabling participants to diagnose their organization's specific needs and design bespoke change initiatives. The focus on creating psychological safety as a prerequisite for both successful change and sustained innovation is a cornerstone of the program, ensuring leaders can drive transformation without sacrificing employee engagement and well-being.