Leading Change with Transformational Leadership Training Course

30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #LE2397_286946

Course Introduction / Overview:

In today's volatile and complex business environment, the ability to lead through change is no longer a specialized skill but a core leadership competency. This course is meticulously designed to merge two powerful disciplines: transformational leadership and strategic change management. It moves beyond theoretical frameworks to provide actionable strategies for inspiring teams, driving innovation, and navigating organizational transitions successfully. Drawing on the foundational work of experts like John P. Kotter and his seminal book, "Leading Change," this program explores how to create a sense of urgency and build a guiding coalition. Participants will learn to articulate a compelling vision and empower others to act on it, dismantling barriers and generating short-term wins to build momentum. BIG BEN Training Center has developed this immersive experience to equip leaders with the tools to not only manage change but to champion it, fostering a culture of adaptability and resilience. This course provides a comprehensive roadmap for leaders aiming to guide their organizations through significant transformation, ensuring that change initiatives are not just implemented but are fully embraced and sustained for long-term success.

Target Audience / This training course is suitable for:

- Senior and Mid-Level Managers.
- Team Leaders and Supervisors.
- Project and Program Managers.
- Human Resources and Organizational Development Professionals.
- Change Management Practitioners and Consultants.
- Executives and C-Suite Leaders.
- Entrepreneurs and Business Owners.
- Public Sector and Government Agency Leaders.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical Industries.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.
- Non-Profit and Educational Institutions.

Target Organizations Departments:

- Human Resources and Talent Management.
- Operations and Production.
- Strategy and Corporate Planning.
- Project Management Office (PMO).
- Information Technology (IT).
- Marketing and Sales.
- Customer Service and Support.
- Research and Development (R&D).

Course Offerings:

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

- Develop the core competencies of a transformational leader.
- Analyze the drivers of organizational change and diagnose the need for transformation.
- Apply established change management models like Kotter's 8-Step Process.
- Craft and communicate a compelling vision to inspire and motivate stakeholders.
- Identify and manage resistance to change through effective engagement strategies.
- Build and lead high-performing, resilient teams through periods of uncertainty.
- Foster a culture of continuous improvement and organizational agility.
- Develop a personal action plan for leading change initiatives within their own organization.
- Measure the success of change initiatives and ensure they are sustained over time.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the participant's work environment. We believe that leadership and change management skills are best developed through practice, not just theory. The course will utilize a blend of expert-led presentations, real-world case study analyses, and dynamic group discussions that encourage peer-to-peer learning. A significant portion of the training will be dedicated to hands-on activities, including role-playing scenarios to practice difficult conversations, team-based exercises to simulate change planning, and problem-solving workshops. Participants will receive constructive feedback from both the facilitator and their peers in a supportive learning environment. This action-oriented approach ensures that attendees do not just learn about the concepts of transformational leadership and change management; they practice the skills, refine their techniques, and leave with the confidence and tools to implement effective change strategies immediately upon their return to the workplace. The focus is on translating proven models and theories into practical, real-world leadership behaviors.

Course Agenda (Course Units):

Unit One: Foundations of Transformational Leadership

- The Four 'I's of Transformational Leadership: Idealized Influence, Inspirational Motivation, Intellectual Stimulation, and Individualized Consideration.
- Contrasting Transformational Leadership with Transactional and Laissez-Faire Styles.
- The Role of Emotional Intelligence in Leading Change.
- Assessing Your Personal Leadership Style and Impact.
- Building Trust and Credibility as a Change Leader.
- The Psychology of Followership During Transformation.
- Ethical Considerations in Leading Organizational Change.

Unit Two: Understanding the Dynamics of Organizational Change

- Diagnosing the Need for Change: Internal and External Drivers.
- Types of Organizational Change: Developmental, Transitional, and Transformational.
- Classic Change Models: Lewin's Unfreeze-Change-Refreeze Model.
- The Human Response to Change: The Change Curve.
- Understanding and Identifying Sources of Resistance.
- The ADKAR Model for Individual Change Management.
- Creating a Sense of Urgency to Initiate Change.

Unit Three: Strategic Frameworks for Managing Transformation

- John P. Kotter's 8-Step Process for Leading Change.
- Step 1-2: Creating a Climate for Change (Urgency, Guiding Coalition).
- Step 3-4: Engaging and Enabling the Organization (Vision, Communication).
- Step 5-6: Implementing and Empowering Action (Empowerment, Short-Term Wins).
- Step 7-8: Sustaining the Change (Consolidation, Anchoring in Culture).
- Stakeholder Analysis and Mapping for Effective Engagement.
- Developing a Comprehensive Change Management Plan.

Unit Four: Communication, Motivation, and Engagement in Practice

- Crafting and Delivering a Compelling Change Vision.
- Developing a Strategic Communication Plan for Change Initiatives.
- Techniques for Motivating Teams Through Uncertainty.
- Coaching Employees Through Personal Transitions.
- Managing Conflict and Difficult Conversations During Change.
- Building Team Resilience and Psychological Safety.
- Leveraging Change Agents and Champions within the Organization.

Unit Five: Sustaining Change and Building an Agile Culture

- Anchoring New Behaviors and Mindsets in the Organizational Culture.
- Measuring the Impact and ROI of Change Initiatives.
- Celebrating Success and Recognizing Contributions to Reinforce Change.
- Strategies for Preventing Relapse into Old Ways of Working.
- Fostering a Culture of Continuous Improvement and Learning.
- Leading in a State of Perpetual Beta: The Agile Organization.
- Developing a Personal Leadership Action Plan for Driving 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:

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

How can a leader effectively apply the principles of inspirational motivation when the change initiative involves difficult but necessary decisions, such as downsizing or restructuring?

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This course distinguishes itself by deeply integrating the 'who' of leadership with the 'how' of change management. While many programs treat these as separate subjects, we operate on the principle that successful transformation is impossible without a specific style of leadership to champion it. We move beyond a simple review of change models and process checklists. Instead, the curriculum is built around the core idea that the personal behaviors and relational skills of a transformational leader are the primary catalysts for any successful change initiative. The course places a significant emphasis on the psychological aspects of change, equipping leaders with the emotional intelligence and coaching skills needed to guide individuals through uncertainty, not just manage their resistance. Through immersive simulations and personalized feedback, participants don't just learn about Kotter's framework; they practice embodying the inspirational motivation and individualized consideration required to make it work. The focus is on building sustainable capability, fostering organizational resilience, and developing leaders who can create a culture where change is not seen as a threat, but as a continuous opportunity for growth.