Leading Strategic Change and Transformation Training Course



23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PLA6395_281090

Course Introduction / Overview:

In today's volatile and uncertain business environment, the ability to lead and manage strategic change is no longer a specialized skill but a core leadership competency. This intensive training course is designed to equip leaders with the advanced knowledge and practical tools required to navigate the complexities of organizational transformation successfully. Moving beyond theoretical frameworks, the program delves into the human dynamics of change, focusing on how to inspire vision, build resilient teams, and foster a culture of agility. Drawing on seminal works like John P. Kotter's "Leading Change," we will explore proven models for managing transitions, from initial diagnosis to sustainable implementation. Participants will learn to anticipate and mitigate resistance, communicate with impact, and engage stakeholders at every level. BIG BEN Training Center has developed this curriculum to bridge the gap between strategic intent and successful execution, ensuring that leaders can drive meaningful and lasting transformation within their organizations, turning potential disruption into a competitive advantage.

Target Audience / This training course is suitable for:

- C-Suite Executives and Board Members.
- Senior and Mid-Level Managers.
- Heads of Departments and Team Leaders.
- Human Resources Directors and Business Partners.
- Project and Program Managers.
- Change Management Practitioners and Consultants.
- Organizational Development Professionals.
- Individuals identified as future leaders.

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.
- Government, Public Sector, and Non-Profit Organizations.
- Consulting and Professional Services.

Target Organizations Departments:

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

Course Offerings:

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

- Develop a comprehensive strategy for leading organizational change.
- Apply established change management models like Kotter's 8-Step Process and ADKAR.
- Master communication techniques to build buy-in and manage stakeholder expectations.
- Diagnose, analyze, and effectively overcome resistance to change.
- Lead teams with empathy and emotional intelligence through periods of uncertainty.
- Design metrics to measure the progress and success of transformation initiatives.
- Foster a corporate culture that embraces continuous improvement and agility.
- Align change initiatives with overarching business objectives and strategic goals.

Course Methodology:

This training course from BIG BEN Training Center employs a highly interactive and experiential learning methodology to ensure deep comprehension and practical application. The approach is centered on participant engagement, moving beyond traditional lectures to a dynamic blend of learning techniques. Each session incorporates real-world case studies of successful and failed transformations, allowing participants to analyze complex scenarios and derive actionable insights. Facilitated group discussions and brainstorming sessions encourage peer-to-peer learning and the exchange of diverse perspectives. Practical exercises, role-playing simulations, and team-based projects provide a safe environment to practice new leadership skills, such as stakeholder communication and conflict resolution. The facilitator will provide continuous, constructive feedback to help participants refine their personal change leadership style. This hands-on, problem-solving approach ensures that participants leave not just with theoretical knowledge, but with the confidence and competence to lead change effectively in their own organizational contexts.

Course Agenda (Course Units):

Unit One The Foundations of Strategic Change Management

- The imperative for change in the modern business landscape.
- Differentiating between change management and change leadership.
- Exploring foundational theories: Lewin's Change Management Model.
- An in-depth analysis of Kotter's 8-Step Process for Leading Change.
- Understanding the Prosci ADKAR Model for individual change.
- The psychology of change and its impact on employees.
- Assessing organizational readiness and capacity for transformation.

Unit Two Transformational Leadership and Vision

- Defining the role of the leader in driving transformation.
- Contrasting transactional, transitional, and transformational leadership styles.
- Developing a compelling vision and strategic narrative for change.
- The critical role of emotional intelligence in leading through uncertainty.
- Techniques for inspiring and motivating teams during difficult transitions.
- Building a powerful and effective guiding coalition.
- Aligning the change vision with the organization's mission and values.

Unit Three Strategic Planning and Communication for Change

- Conducting a thorough stakeholder analysis and mapping.
- Developing a multi-faceted and strategic change communication plan.
- Crafting clear, consistent, and compelling messages for different audiences.
- Utilizing various channels for effective communication and feedback.
- Identifying potential risks and developing mitigation strategies.
- Creating a detailed roadmap and timeline for the change initiative.
- Integrating project management principles with change management practices.

Unit Four Managing Resistance and Building Engagement

- Understanding the common sources and symptoms of resistance to change.
- Proactive strategies for anticipating and minimizing resistance.
- Techniques for engaging with and converting resistors into supporters.
- Building a network of change champions and agents.
- The power of short-term wins in building momentum and morale.
- Coaching and supporting managers to lead their teams through change.
- Creating and leveraging feedback loops to adapt the change strategy.

Unit Five Sustaining Transformation and Fostering Agility

- Anchoring new approaches in the organization's culture.
- Developing systems and processes to reinforce the change.
- Designing key performance indicators (KPIs) to measure change success.
- Calculating the return on investment (ROI) of change initiatives.
- Strategies for continuous improvement and learning from the change process.
- Building an agile and change-ready organizational culture.
- Preparing for the next wave of transformation and future challenges.

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, decisive transformation with the equally critical need for inclusive, empathetic engagement with employees experiencing change fatigue?

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

This course distinguishes itself by focusing intensely on the leadership and human elements of transformation, rather than treating change as a purely mechanical or process-driven exercise. While many programs concentrate on frameworks and tools, this training course delves deeper into the psychology of change, equipping leaders with the emotional intelligence and communication strategies needed to inspire and motivate people through uncertainty. It emphasizes building resilience, not just implementing a plan. The curriculum is built around practical application, using immersive case studies and role-playing scenarios that mirror the complex, real-world challenges leaders face. Unlike theoretical overviews, this program is designed to cultivate a specific leadership mindset—one that is adaptive, empathetic, and strategic. The focus is on empowering participants to not only manage a single change initiative but to foster a sustainable culture of agility that becomes a lasting competitive advantage for their organization.