Strategic Change and Organizational Transformation Leadership Training Course

09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PLA8549_257138

Course Introduction / Overview:

In today's volatile and complex business environment, the ability to lead strategic organizational transformation is no longer a specialized skill but a core leadership competency. This course is meticulously designed to equip leaders with the advanced knowledge and practical tools required to navigate the complexities of change successfully. Drawing upon foundational theories from acclaimed experts like John P. Kotter, author of "Leading Change," we will explore the critical stages of transformation from vision to implementation. Participants will delve into proven change management models, strategic planning frameworks, and the nuanced art of managing the human side of change. This program moves beyond theoretical concepts to provide actionable strategies for fostering a culture of agility, overcoming resistance, and ensuring that change initiatives deliver sustainable value. BIG BEN Training Center has developed this immersive experience to empower you to not just manage change, but to lead it with confidence, turning potential disruption into a strategic advantage for your organization and driving meaningful, long-lasting results. This is a comprehensive journey into the heart of organizational evolution.

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 Professionals and Consultants.
- Organizational Development Specialists.
- Individuals aspiring to leadership roles involving strategic change.

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 Agencies and Public Sector Organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Human Resources and Organizational Development.
- Strategy and Corporate Planning.
- Operations and Production.
- Information Technology and Digital Transformation.
- Project Management Office (PMO).
- Marketing and Sales.
- Finance and Administration.
- Customer Service and Support.

Course Offerings:

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

- Develop a compelling vision and strategy for organizational transformation.
- Apply established change management models like Kotter's 8-Step Process and the ADKAR model.
- Conduct comprehensive change impact and stakeholder analyses.
- Design and implement effective communication plans to build buy-in and manage expectations.
- Master techniques for identifying, analyzing, and mitigating resistance to change.
- Lead teams through ambiguity and foster a resilient and adaptive organizational culture.
- Establish key performance indicators (KPIs) to measure the success of change initiatives.
- Align organizational structure, processes, and culture with strategic objectives.
- Coach and mentor others to become effective change agents within the organization.
- Ensure the long-term sustainability of change by embedding it into the organizational DNA.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. We believe that learning is most effective when it is active, collaborative, and directly relevant to the participant's professional challenges. This course utilizes a blended learning approach, combining expert-led presentations with a variety of interactive learning techniques. Participants will engage in in-depth case study analyses of real-world organizational transformations, allowing them to dissect successes and failures in a controlled environment. Facilitated group discussions and peer-to-peer feedback sessions will encourage the sharing of diverse perspectives and experiences. Role-playing scenarios and practical workshops will provide a safe space to practice crucial skills such as stakeholder communication and resistance management. Each participant will be guided to develop a personal action plan, translating the course's theoretical frameworks into concrete steps applicable to their own organization. Our approach ensures that participants leave not just with knowledge, but with the confidence and skills to implement change effectively.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Organizational Change

- The imperative for change in the modern business landscape.
- Differentiating between change management and organizational transformation.
- Exploring foundational change models: Lewin's Three-Stage Model.
- Deep dive into Kotter's 8-Step Process for Leading Change.
- Understanding the Prosci ADKAR Model for individual change.
- The psychological impact of change on employees and teams.
- Defining the role and responsibilities of a change leader.

Unit Two: Vision, Strategy, and Leadership Alignment

- Crafting a compelling vision for change.
- Linking transformation initiatives to core business strategy.
- The critical role of transformational leadership versus transactional management.
- Developing strategic alignment across all levels of the organization.
- Assessing organizational readiness for major transformation.
- Building a powerful guiding coalition to champion the change.
- Communicating the vision with impact and clarity.

Unit Three: Planning and Executing the Transformation

- Conducting a thorough stakeholder analysis and mapping.
- Developing a comprehensive and strategic change management plan.
- Designing an effective communication strategy for different audiences.
- Identifying potential risks and developing mitigation strategies.
- Creating short-term wins to build momentum and motivation.
- Managing project timelines, resources, and budgets for change initiatives.
- Integrating change management with project management methodologies.

Unit Four: Managing the Human Dynamics of Change

- Understanding the root causes of resistance to change.
- Proactive and reactive strategies for managing resistance effectively.
- Building psychological safety and trust during periods of uncertainty.
- Techniques for empowering employees and fostering broad-based action.
- Coaching and mentoring skills for change leaders.
- Navigating organizational politics and culture during transformation.
- Developing personal and team resilience to cope with change.

Unit Five: Sustaining Change and Measuring Impact

- Anchoring new approaches in the organizational culture.
- Developing metrics and KPIs to measure the success of transformation.
- Techniques for gathering feedback and making continuous adjustments.
- Celebrating success and recognizing contributions to the change effort.
- The leader's role in ensuring the long-term sustainability of change.
- Future trends in organizational transformation and change leadership.
- Creating a personal action plan for leading change back at the workplace.

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 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 leaders balance the need for rapid, disruptive transformation with the imperative to maintain organizational stability and employee well-being?

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

This training course distinguishes itself by moving beyond the procedural aspects of change management to focus on the strategic and human-centric dimensions of transformational leadership. While many programs concentrate on the tools and templates of change, our curriculum emphasizes the development of the leader's capacity to inspire, influence, and guide an organization through profound ambiguity. We integrate robust academic frameworks, such as those from Kotter and Lewin, with a deep-seated focus on practical application through immersive case studies and realistic role-playing scenarios. A key differentiator is our dedicated focus on managing the psychological and emotional journey of employees, equipping leaders with the emotional intelligence and communication skills needed to build trust and mitigate resistance effectively. The course is structured not as a series of lectures, but as a leadership laboratory where participants can test strategies, share insights, and build a personalized action plan. The ultimate goal is to cultivate leaders who can create agile, resilient cultures and ensure that transformation is not just a one-time project, but a sustainable, embedded capability.