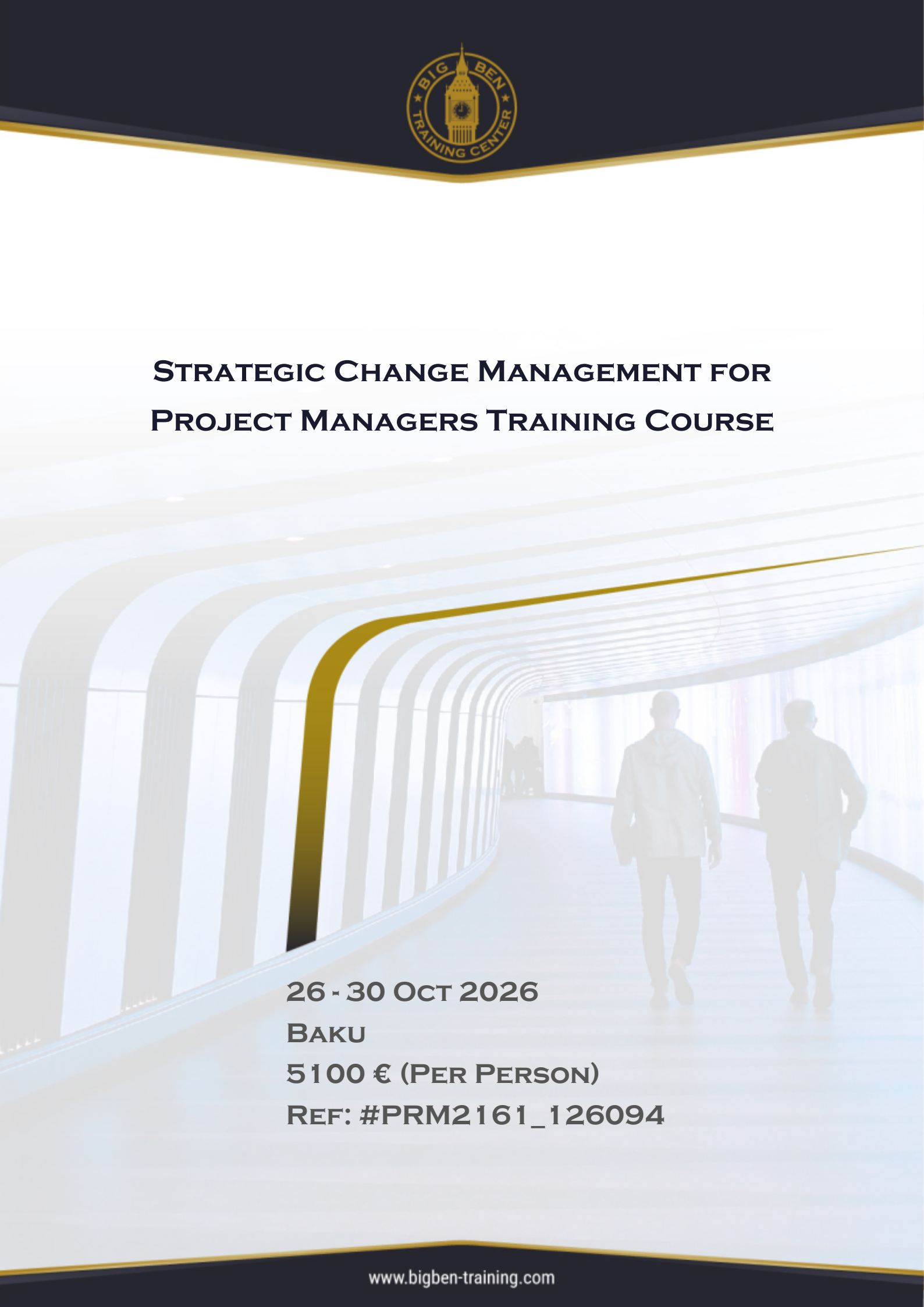
Strategic Change Management for Project Managers Training Course



26 - 30 Oct 2026

Baku

5100 € (Per Person)

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Course Introduction / Overview:

In today's dynamic business environment, the ability to manage change effectively is no longer a specialized skill but a core competency for project success. This course is meticulously designed to bridge the critical gap between traditional project management and the principles of strategic change management. It recognizes that even the most perfectly planned project can fail if the human element of change is ignored. Drawing on foundational concepts from thought leaders like John P. Kotter, author of the seminal work "Leading Change," this program moves beyond theory to provide practical, actionable strategies. Participants will learn how to anticipate, plan for, and lead organizational transitions within the project framework. At BIG BEN Training Center, we have developed a curriculum that integrates change management activities directly into the project lifecycle, ensuring that stakeholder engagement, communication, and resistance management are not afterthoughts but integral components of the project plan. This holistic approach equips project managers with the tools and mindset to not only deliver projects on time and within budget but also to ensure the changes they implement are adopted, sustained, and deliver their intended strategic value.

Target Audience / This training course is suitable for:

- Project Managers and Senior Project Managers.
- Program Managers and Portfolio Managers.
- Project Team Leaders and Supervisors.
- Change Management Professionals and Change Agents.
- Project Management Office (PMO) staff and consultants.
- Operations Managers involved in project execution.
- IT Managers and professionals leading technology projects.
- Functional managers with project responsibilities.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical sectors.
- Engineering, Construction, and Infrastructure.
- Governmental agencies and public sector organizations.
- Manufacturing and Industrial sectors.
- Consulting and Professional Services.
- Retail and Consumer Goods.

Target Organizations Departments:

- Project Management Office (PMO).
- Information Technology (IT) and Digital Transformation.
- Operations and Production.
- Human Resources and Organizational Development.
- Strategy and Corporate Planning.
- Research and Development (R&D).
- Marketing and Sales.
- Finance and Administration.

Course Offerings:

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

- Develop a comprehensive change management strategy aligned with project goals.
- Integrate change management activities into the standard project management lifecycle.
- Conduct thorough stakeholder analysis and create targeted engagement plans.
- Design and implement effective communication strategies to support change.
- Identify, analyze, and proactively manage resistance to change.
- Apply established change management models like Kotter's 8-Step Process and ADKAR.
- Lead teams through periods of transition with greater confidence and competence.
- Measure the effectiveness of change initiatives and ensure their sustainability.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical, ensuring that participants can immediately apply their learning in a professional context. We move beyond traditional lectures to create a dynamic learning environment where theory is directly linked to real-world application. The course heavily utilizes case studies from various industries, allowing participants to analyze complex change scenarios and develop strategic solutions. A significant portion of the training is dedicated to group workshops and collaborative exercises, where participants work in teams to create change management plans, conduct stakeholder mapping, and role-play difficult conversations. These interactive sessions are facilitated by experienced instructors who provide continuous feedback and guidance. The methodology emphasizes peer-to-peer learning, encouraging participants to share their own experiences and challenges. This blend of expert instruction, practical application, and collaborative problem-solving ensures a deep and lasting understanding of strategic change management principles.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Change in Projects

- The intersection of project management and change management.
- Defining strategic change and its impact on organizations.
- Understanding why change initiatives often fail.
- Introduction to key change management models (Lewin, Kotter, ADKAR).
- The role and responsibilities of the project manager as a change leader.
- Aligning change initiatives with overall business strategy and project objectives.
- The business case for integrating change management into projects.

Unit Two: The Human Side of Change and Stakeholder Engagement

- The psychology of change and the individual transition process.
- Conducting a comprehensive stakeholder analysis and mapping.
- Developing a strategic stakeholder engagement and management plan.
- Identifying sources of resistance and its common symptoms.
- Techniques for proactively managing and mitigating resistance.
- Building awareness and desire for change among team members and stakeholders.
- Fostering a culture of psychological safety during transitions.

Unit Three: Integrating Change into the Project Lifecycle

- Mapping change management activities to project phases (Initiation, Planning, Execution, Closing).
- Conducting change impact and readiness assessments.
- Developing a detailed and integrated change management plan.
- Designing a strategic communication plan for project changes.
- Crafting key messages for different stakeholder groups.
- Establishing roles and responsibilities for change management activities.
- Budgeting and resource allocation for change initiatives within the project scope.

Unit Four: Leading and Communicating Through Change

- Developing essential leadership qualities for guiding change.
- Building and empowering a guiding coalition or change agent network.
- Techniques for creating and communicating a compelling vision for change.
- Facilitating workshops and meetings to build consensus and momentum.
- Advanced communication skills for managing conflict and difficult conversations.
- Coaching and supporting individuals and teams through the change curve.
- Celebrating short-term wins to maintain motivation and engagement.

Unit Five: Sustaining Change and Measuring Success

- Developing metrics and Key Performance Indicators (KPIs) to measure change adoption.
- Techniques for gathering feedback and monitoring the progress of change.
- Strategies for anchoring new behaviors and processes into the organizational culture.
- Conducting post-project reviews to capture lessons learned in change management.
- Managing the transition from project delivery to business-as-usual operations.
- The role of agile methodologies in managing iterative change.
- Future trends in change management and their implications for project managers.

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:

Reflection Question: How can a project manager effectively balance the structured, timeline-driven demands of a project plan with the often unpredictable and fluid nature of human emotional responses to change?

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

This course distinguishes itself by focusing specifically on the critical intersection where project management discipline meets the nuanced art of leading people through change. Unlike generic change management courses that discuss theory in isolation, or project management courses that only briefly touch upon stakeholder communication, this program is built from the ground up for the project manager. It provides a unique, integrated framework that embeds change management activities directly into the project lifecycle, transforming them from a separate workstream into an essential component of project planning and execution. The curriculum emphasizes the project manager's role as a change leader, equipping them with the practical leadership, coaching, and advanced communication skills necessary to navigate resistance and build buy-in. We move beyond simply presenting models like ADKAR or Kotter's 8-Steps; we guide participants on how to apply them pragmatically within the constraints of a project's scope, schedule, and budget. The focus is on actionable strategies and real-world case studies, ensuring participants leave not just with knowledge, but with the confidence and competence to lead their next project to a truly successful and sustainable outcome.