Strategizing Change and Navigating Complex Organizational Transformations Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PRM9662_256082

Course Introduction / Overview:

In today's dynamic business environment, organizations are in a constant state of flux. Successful project execution hinges not just on technical proficiency but on the ability to effectively manage the human element of change. This specialized training course from BIG BEN Training Center is meticulously designed to equip professionals with the strategic and practical skills needed to lead successful organizational transformations. Drawing on the foundational work of global academic author John P. Kotter and his seminal book "Leading Change," this program delves into the critical processes and leadership competencies required to overcome resistance and embed change as a core organizational capability. Participants will learn how to build a robust change management framework, from initial diagnosis and stakeholder analysis to implementation and sustainment. We will explore key concepts such as communication planning, fostering a culture of adaptability, and measuring the success of change initiatives. The course provides a structured approach to identifying change triggers, understanding the psychology of change, and mitigating risks. BIG BEN Training Center understands that change is a continuous journey, and this course provides the comprehensive toolkit needed to ensure that projects and initiatives not only achieve their intended goals but also create lasting positive impact on the organization's culture and performance.

Target Audience / This training course is suitable for:

- Project Managers and Program Managers.
- Change Management Professionals.
- Senior Leaders and Executives.
- Human Resources (HR) Business Partners.
- Department Heads and Team Leaders.
- Organizational Development Specialists.
- Anyone involved in leading or supporting change initiatives.

Target Sectors and Industries:

- Financial Services and Banking.
- Technology and Software Development.
- Healthcare and Pharmaceuticals.
- Retail and Consumer Goods.
- Manufacturing and Logistics.
- Government Agencies and Public Administration.
- Education and Non-Profit Organizations.

Target Organizations Departments:

- Human Resources.
- Project Management Office (PMO).
- Operations and Administration.
- Strategy and Planning.
- Information Technology (IT).
- Training and Development.
- Corporate Communications.

Course Offerings:

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

- Develop and implement a comprehensive change management strategy.
- Identify and address sources of resistance to change.
- Create effective communication plans to support organizational transformations.
- Lead and motivate teams through periods of significant change.
- Utilize a systematic approach to diagnose an organization's readiness for change.
- Measure the impact and success of change initiatives using key metrics.
- Foster a culture of adaptability and continuous improvement.

Course Methodology:

This training course employs an interactive and experiential methodology to ensure participants gain practical, hands-on skills in managing change. The program is built around in-depth case studies of real-world organizational transformations, both successful and unsuccessful, allowing for a detailed analysis of different approaches. Participants will engage in dynamic group exercises, role-playing scenarios, and problem-solving workshops designed to simulate the complexities of managing change in a project environment. The training incorporates a variety of collaborative activities, including team-based change readiness assessments and the development of tailored communication strategies. Feedback is a cornerstone of the methodology, with expert instructors providing personalized guidance and peer-to-peer discussions offering diverse perspectives. The BIG BEN Training Center approach emphasizes practical application over passive learning, ensuring that participants leave the course with a toolkit of actionable techniques and a deeper understanding of the human dynamics of change. This methodology is designed to build the confidence and competence needed to lead people through transitions effectively, transforming theoretical knowledge into practical, on-the-job expertise.

Course Agenda (Course Units):

Unit One: Foundations of Change Management

- Understanding nature and models of organizational change.
- The psychology of change and the human response to transition.
- Kotter's 8-Step Process for Leading Change.
- Diagnosing the need for change and building a sense of urgency.
- Identifying and analyzing key stakeholders.
- Developing a robust change management strategy.
- The role of leadership in driving and sustaining change.

Unit Two: Communication and Engagement

- Creating a compelling vision for change.
- Developing a strategic communication plan for all project phases.
- Techniques for effective messaging and managing resistance.
- Conducting stakeholder mapping and engagement activities.
- Building a powerful coalition for change.
- Facilitating open dialogue and feedback sessions.
- Leveraging different communication channels to reach all audiences.

Unit Three: Overcoming Resistance and Building Resilience

- Understanding the common reasons for resistance.
- Identifying and addressing resistance at different levels of the organization.
- Strategies for managing and mitigating change-related risks.
- Developing a reinforcement strategy to sustain change.
- Building individual and organizational resilience.
- The role of empathy and emotional intelligence in leading change.
- Practical tools for anticipating and resolving conflict.

Unit Four: Project Management Integration and Measurement

- Integrating change management activities into the project lifecycle.
- Planning and executing change-related tasks within a project timeline.
- Defining success metrics and key performance indicators (KPIs) for change.
- Measuring the effectiveness of communication and training efforts.
- Conducting a post-implementation review of the change initiative.
- Leveraging data to track adoption and behavioral shifts.
- Continuous improvement and adapting the change strategy.

Unit Five: Sustaining Change and Future-Proofing the Organization

- Embedding change into the organizational culture.
- Developing a roadmap for long-term change sustainability.
- The role of leadership in modeling desired behaviors.
- Building a ready-to-ready organization for future transformations.
- Case study analysis of a large-scale organizational transformation.
- Best practices for knowledge transfer and documentation.
- Personal action plan for applying course learnings.

FAQ:

Qualifications required for registering to this course?

There are no prerequisites.

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:

Beyond the immediate metrics of project completion, how can an organization measure the true long-term success of a change initiative in a way that reflects its impact on culture, employee well-being, and future adaptability?

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

This course stands apart by focusing on the strategic, human-centric aspects of organizational transformation, rather than just the procedural steps. We delve deep into the psychology of change, providing participants with a profound understanding of why people resist change and how to effectively navigate those challenges. Unlike other programs, our curriculum is built on the academic foundations of leading theorists like Kotter, ensuring a rigorous and comprehensive framework. The course is not just about tools; it's about developing the leadership and emotional intelligence required to inspire and guide people through uncertainty. We emphasize a hands-on, case-study-driven approach, allowing participants to work through complex scenarios and apply a systematic methodology for change. This ensures that the skills learned are immediately transferable to the workplace. The content is tailored to the complexities of modern organizations, covering topics like internal resistance, communication breakdowns, and the importance of a change-ready culture. Our goal is to empower leaders who can not only manage projects but also act as catalysts for sustainable, positive organizational evolution.