Leading Change

Plan, lead and sustain organisational change using Kotter, Lewin and ADKAR.

DURATION	FORMAT	LEVEL
15 hours	Onsite, online or hybrid	Advanced

About this programme

For leaders responsible for transformation: the main change models, the psychology of change and resistance, communication and stakeholder plans, sponsorship, and the implementation and measurement practices that make change stick.

Who it is for: Senior managers, transformation and HR leaders, and programme managers

What your team will be able to do

- Choose and apply Kotter's 8 steps, Lewin's model or ADKAR
- Anticipate resistance and support people through the change curve
- Build communication, stakeholder and training plans
- Act as an effective sponsor of change
- Measure adoption and embed change in the culture

Before you start

- Experience leading people or projects
- A change your organisation is planning or going through

Course outline

1. Foundations of change

- Change management and its business value
- Adaptive and transformational change and their triggers

2. Change models and frameworks

- Kotter's 8-step model, Lewin's model and ADKAR
- Phases of a change initiative: plan, implement and reinforce
- Applying the models to real scenarios: strengths and limits

3. The psychology of change

- Human responses to change and sources of resistance
- The change curve and the role of emotions
- Building engagement, motivation and buy-in

4. Building the change strategy

- Communication planning
- Stakeholder analysis and engagement
- Training and support
- Leadership and sponsorship
- Resistance management

5. Implementation and sustainability

- Assessing impact on processes, systems and roles
- Implementation plans, milestones and resources
- Monitoring, feedback and course correction
- Embedding change in the culture

6. Advanced practice

- Change in digital transformation, M&A and IT contexts
- Integrating change with project management and Agile
- Measuring the effectiveness and ROI of change

Sample schedule

2 days onsite, or 4 half-day sessions online. We fit days and session lengths to your team's calendar.

Day 1	8 h	Foundations of change; Change models and frameworks; The psychology of change; Building the change strategy
Day 2	7 h	Building the change strategy (continued); Implementation and sustainability; Advanced practice

Assessment and certification

How learning is checked

- A self-assessment before and after the programme
- Case work, role-plays and exercises with feedback from the trainer
- A personal action plan that each participant presents at the end

Certificate and exams

- Participants who complete the programme receive a Cognitive Networks AI certificate of completion.

Formats and cohort size

- Onsite: At your office or a venue you choose, in full days.
- Online, live: Instructor-led over video, usually in half-day sessions so people can keep up with work.
- Hybrid: Some days in a room together, the rest online. Useful when a team works across cities.

Cohort size: 15 to 30 people per trainer. Larger teams run as parallel cohorts on the same outline, so everyone learns the same thing.

Pricing: We quote per cohort, based on duration, format and number of cohorts. There is no per-seat price list: tell us your team and we send a proposal within one business day.

Bring this programme to your team

Request a proposal at cognitivenetworks.ai/contact?programme=change-management

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