Change Management for Leaders & Managers: 2-Week Course

23 August – 3 September 2027
Amsterdam (Netherlands)



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Ref: 321806_147262 **Date:** 23 August – 3 September 2027 **Location:** Amsterdam (Netherlands) **Fees:** 9400 GBP

Why This Course

Successfully leading organizational change requires more than vision—it demands practical strategies, structured planning, and strong leadership skills. This intensive 2-week program equips leaders and managers with the tools and methodologies to drive transformational initiatives, overcome resistance, and ensure sustainable results. Participants will leave ready to lead complex change with confidence and impact.

What You'll Learn and Practice

By participating in this course, you will:

- Understand core change management principles, models, and best practices.
- Develop effective communication strategies to engage stakeholders and build buy-in.
- Create and implement comprehensive change management plans aligned with organizational goals.
- Lead and motivate teams through transitions while managing resistance and conflict.
- Measure, sustain, and continuously improve the impact of change initiatives.

Program Flow

Day 1: Foundations of Change Management

- Key change management theories and frameworks
- Leadership's role in driving change
- Assessing organizational readiness
- Identifying stakeholders and their influence

Day 2: Change Management Models and Frameworks

- Overview of Kotter's 8-Step, ADKAR, and other models
- Selecting and adapting models for your organization
- Applying frameworks to real-world scenarios
- Case studies of successful change initiatives



Day 3: Strategic Planning for Change

- Aligning change initiatives with organizational objectives
- Conducting impact assessments
- Developing robust change management plans
- Risk assessment and mitigation strategies

Day 4: Building a Compelling Case for Change

- Crafting a clear and persuasive change vision
- Developing tailored messages for stakeholder groups
- Creating urgency and overcoming skepticism
- Strategies to reduce resistance

Day 5: Communication Strategies for Change

- Designing effective communication plans
- Leveraging multiple channels for engagement
- Tailoring messages for diverse audiences
- Handling difficult conversations and feedback

Day 6: Leading and Motivating Teams Through Change

- Understanding psychological impacts of change
- Building resilience and engagement in teams
- Empowering employees and fostering ownership
- Managing resistance and conflict

Day 7: Implementing Change Initiatives

- Translating plans into actionable steps
- Managing transitions and monitoring progress
- Adjusting plans dynamically based on feedback
- Celebrating quick wins and milestones

Day 8: Sustaining Change and Preventing Backsliding

- Embedding change in organizational culture
- Systems and processes to reinforce new behaviors
- Continuous improvement and adaptation
- Strategies for long-term sustainability



Day 9: Measuring Change Management Success

- Defining KPIs for change initiatives
- Tools and techniques for tracking impact
- Analyzing change data to inform decisions
- Using metrics for continuous improvement

Day 10: Advanced Change Management Topics

- Managing complex, multi-faceted initiatives
- Change management in mergers, acquisitions, and digital transformations
- Ethical considerations in leading change
- Planning for future organizational transformations

Training Methodology

The course integrates theory with practical exercises to ensure real-world applicability:

- Case studies of successful and failed change initiatives
- Hands-on workshops to develop change plans and communication strategies
- Role-playing and scenario exercises for stakeholder engagement and conflict resolution
- Peer discussions to share experiences and best practices

Beyond the Course

Participants will leave equipped to:

- Develop a customized change management plan for current initiatives.
- Use proven communication and leadership strategies to engage stakeholders.
- Lead teams effectively through transitions while managing resistance.
- Measure and sustain change outcomes over the long term.
- Access a network of peers for ongoing support, knowledge exchange, and collaboration.

