

## Leading Meaningful Change

### *Mastering the Dynamics, Skills, and Tools of Change*

Today's relentless change threatens almost every organization. But for those who embrace change, understand the dynamics, and can apply change management tools and techniques, opportunities abound!

This program provides the essential concepts, techniques, and best practices for leading meaningful change. It reveals the challenges individuals and their organizations face and how they can prepare for, cope with, and facilitate essential transformations. The ability to bring cross-functional expertise together, focus limited resources on key results, and achieve timely success are the defining qualities of today's effective leader and the agile organization. Learn how to apply these research-based and experience-validated best practices to reduce unexpected problems, improve authentic participation, and deliver transformational change.

#### Course Objectives

- List the top five success factors for effective change initiatives
- Describe the leader's role in each stage of the change management lifecycle
- Describe the critical dynamics at work in your current or anticipated change initiatives
- List common change management mistakes and describe how to avoid them
- List actions you can take to reduce or eliminate change resistance behaviors
- Describe four change archetypes and list their relative risks, resources, and difficulty
- Discuss the importance and content of effective change leadership communications
- Describe the content of effective change management plans

#### Course Outline

##### **Why Change Management?**

Why Change can be so Difficult  
 A Case for Change Competencies  
 What Research Reveals: Success/Failure  
 Identifying Your Greatest Obstacles  
 Five Key Improvement Areas

##### **Dealing with Resistance**

All change is personal...  
 Identifying Resistance in Others  
 Dealing with Our Own Resistance First  
 Managing Expectations and Attitudes  
 Supervisor Responsibilities

##### **Leading Change**

Prerequisites to Successful Change  
 The Leader's Role in Change  
 The Sponsor's Roles and Responsibilities  
 Big Mistakes that are Easy to Avoid

##### **Essential Communications**

Influence and Persuasion for Change  
 Most Important Messages for Employees  
 Most Important Messages for Managers  
 Timing and Delivery Considerations  
 Change Communications Best Practices

##### **The Dynamics of Change**

The Change Life-Cycle Process Model  
 Systems Thinking as a Change Perspective  
 Reinforcing and Intervention Strategies  
 What to Expect—Four Change Archetypes

##### **Planning and Managing Change**

The Change Initiative Process  
 Elements of an Effective Change Initiative  
 Change Management Planning Checklist  
 Change Readiness Assessment Survey

**Formats**

On-site training in 4-, 6-, and 8-contact hour versions

Breakout session formats in 60-90 minute versions

Web-delivery formats in single and multiple session programs

For keynote programs on leading change see ***The Art of Constructive Destruction*** and ***Leadership in Turbulent Times***

