



# Change Management – Foundation and Practitioner

## Description

Master **change management** to ensure the success of your projects! Do you want to successfully manage transformations within your organization? Our certified change management training is designed for you. This comprehensive **change management** course offers essential knowledge and practical skills to navigate the complex dynamics of organizational change effectively.

The program includes rich and varied modules covering stakeholder engagement, communication techniques, and the impact of change management. You will learn best practices to understand people and organizations, develop strong strategies, and motivate your teams. Through an interactive approach and scenario-based activities, you will be ready to implement successful change management plans.

Join us through our change management courses:

- [APMG Change Management™ Foundation](#)
- [APMG Change Management™ Practitioner](#)

## Course Content

### Module 1: Introduction and Objectives

- Review stakeholder engagement and communication, and discover change practices

### Module 2: The Individual and Change

- Understand the learning preferences of people in the company
- How can new skills be acquired?
- What are the models of individual change?
- Motivation: what motivates people?
- What are the systematic differences between people and how to understand them?

### Module 3: The Organization and Change

- Organizational metaphors
- Organizational culture
- Models of change processes
- What is emergent change?

- Key roles in organizational change
- Levers of change and developing a vision

#### **Module 4: Stakeholder Strategy**

- Stakeholder engagement
- Principles
- Identify and segment change actors
- Personas and empathy maps
- Stakeholder mapping
- Influence strategies

#### **Module 5: Communication and Engagement**

- Communication biases
- Communicating change: factors, barriers, and approach
- Communication channels (Push-Pull and Lean-Rich)
- Communication planning

#### **Module 6: Impact of Change**

- Identify and assess the impact of change
- Stakeholder impact assessment
- Severity assessment modification

#### **Module 7: Preparing for Change**

- Motivation to change and motivating individuals
- The Change Impact Assessment
- Change agent network
- Building the change team
- Change management plan
- Preparing for resistance to change

#### **Module 8: Project Management - Change Initiatives, Projects, and Programs**

- Cascading decisions and designs
- Understanding the project environment
- Project methodologies
- Identify key roles and owners
- Change delivery plan

#### **Module 9: Supporting Change**

- Levers and leverage
  - Types of levers
  - Environmental levers
  - Leadership levers
  - Organizational Development (OD) levers
- Levels of adoption and critical mass
  - Kelman's three levels of adoption
  - Tipping point and critical mass
- Reinforcement systems
  - Reinforcing systems - vicious and virtuous cycles

- Examples of vicious and virtuous cycles
- Three reinforcement systems

*The APMG International Change Management and Swirl Device logo is a trademark of The APM Group Limited, used under permission of The APM Group Limited. All rights reserved.*

### **Documentation**

- Official digital APMG courseware

### **Exam**

- APMG Change Management™ Foundation exam
- APMG Change Management™ Practitioner exam

### **Participant profiles**

- Anyone interested in understanding the basic principles of achieving successful organizational change, transition or transformation
- Team members involved in organizational change, transition or transformation projects

### **Prerequisites**

- No prerequisites

### **Objectives**

- Understanding how the process of organizational change or transformation unfolds
- Forming change teams that contain the necessary roles and responsibilities to handle organizational changes with guaranteed success
- Properly managing resistance to change
- Developing strategies to keep people motivated during the change
- Understanding the different types of change and establishing appropriate strategies to manage them
- Understanding how to develop the necessary knowledge, skills, and attitudes in the organization once the change is complete
- Understanding the program and project management framework within which changes are implemented
- Learning to identify and use the "levers" that organizations typically use to drive and support changes

### **Description**

Change Management training

### **Niveau**

Fondamental

### **Classroom Registration Price (CHF)**

3900

### **Virtual Classroom Registration Price (CHF)**

3650

### **Duration (in Days)**

5

### **Reference**

CHANGE-03