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# Change Management – Foundation

## Description

Our APMG Change Management™ Foundation training is designed for people who want to gain a comprehensive understanding of Change Management. By passing the APMG Change Management™ Foundation certification you will have sufficient knowledge and understanding of Change Management to effectively implement it in your organization.

### Classroom Registration Price (CHF)

2650

### Virtual Classroom Registration Price (CHF)

2500

## Course Content

### Module 1: Getting Started

- Introductions
- Course structure
- Course goals and objectives
- Change and the Individual

### Module 2: How people learn

- Personality and change - introduction to MBTI
- Models of individual change - the Change Curve and Bridges' Transition
- Motivating individuals during change
- Change and the Organization

### Module 3: Understanding organizational metaphors

- Organizational culture and change
- 3 models of change - Lewin, Kotter, and Senge
- Key roles in change
- Stakeholder Engagement

### Module 4: Identifying and analyzing stakeholders

- Personas and empathy maps
- Influencing strategies
- Communication

### Module 5: Feedback and communication approaches

- Communicating change - planning, factors, and barriers
- Communication biases and channels
- Change Impact

### Module 6: Identifying and assessing change impact

- Stakeholder impact assessment

- Change severity assessment
- Change Readiness

### **Module 7: Building change agent networks and the change team**

- How to make the organization ready for change
- Creating a change management plan
- Dealing with resistance to change

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#### **Documentation**

- Official digital APMG courseware

#### **Exam**

- The APMG Change Management™ Foundation 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
- Professionals pursuing the APMG Change Management™ Practitioner certificate - for which the APMG Change Management™ Foundation certificate is a pre-requisite

#### **Prerequisites**

- No prerequisites

#### **Objectives**

- How the process of organizational change or transformation occurs
- The roles needed to assemble teams most likely to achieve successful organizational change
- How people react to organizational change and how to help them adapt
- Developing strategies to keep people motivated while an organization undergoes change
- The different types of change process e.g. planned and emergent change
- How to keep stakeholders engaged while an organization undergoes change

#### **Niveau**

Fondamental

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

3

#### **Reference**

CHANGE-01