



**MAESTRO**  
CONSULTANTS

# **CHANGE MANAGEMENT STRATEGY**

## **COURSE OUTLINE 2025**

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**TRAINING TITLE**

CHANGE MANAGEMENT STRATEGY

**VENUE**

DUBAI, UAE

**DURATION**

5 Days

**DATES**

18-22 August 2025

**PRICE**

\$5,250 per attendee including training material/handouts, morning/afternoon coffee breaks and Lunch.

**TRAINING INTRODUCTION**

The **Change Management Strategy** course is designed to help professionals understand and implement effective change management practices within their organizations. It focuses on how to successfully guide teams through change, whether due to organizational restructuring, technology adoption, or shifts in business strategies. Participants will learn how to develop and execute a robust change management strategy that minimizes resistance, maximizes employee engagement, and ensures sustainable results.

**TRAINING OBJECTIVES**

By the end of the course, participants will be able to:

1. Understand the principles and importance of change management.
2. Develop a comprehensive change management strategy tailored to their organization's needs.
3. Identify and manage the human aspects of change, including resistance and engagement.
4. Utilize best practices to communicate change effectively across all levels.
5. Implement strategies to monitor and sustain change efforts long term.
6. Assess and evaluate the success of a change initiative.
7. Foster a culture of continuous improvement and adaptability within the organization.

## **TRAINING AUDIENCE**

- Change Managers and Project Managers
- HR Professionals and Organizational Development Specialists
- Team Leaders and Supervisors
- Senior Leaders and Executives
- Consultants and Coaches

## **TRAINING OUTLINE**

### Day 1: Introduction to Change Management

- **Module 1: Understanding Change Management**
  - What is change management?
  - Why is change management critical for organizational success?
  - Key drivers of change in business today
- **Module 2: The Change Management Lifecycle**
  - Phases of change management: Prepare, Manage, Reinforce
  - Understanding the roles and responsibilities in the change process
  - Key models and frameworks (e.g., Kotter's 8-Step Process, ADKAR)

### Day 2: Developing a Change Management Strategy

- **Module 3: Creating a Change Management Plan**
  - Defining objectives and goals for change
  - Identifying stakeholders and their impact on the change
  - Developing a timeline and milestones for the change process
- **Module 4: Assessing Organizational Readiness for Change**
  - Evaluating the current organizational culture and readiness for change
  - Conducting change impact assessments
  - Identifying potential barriers to change

### Day 3: Managing the Human Side of Change

- **Module 5: Addressing Resistance to Change**
  - Understanding the psychology of resistance
  - Identifying sources of resistance in teams
  - Strategies to manage and overcome resistance

- **Module 6: Employee Engagement and Communication**
  - The importance of communication during change
  - Effective communication strategies to reduce fear and uncertainty
  - Engaging employees as change advocates and champions

#### Day 4: Executing the Change Management Plan

- **Module 7: Implementing Change Initiatives**
  - Managing the roll-out of changes across teams
  - Training and supporting employees during the transition
  - Monitoring progress and adjusting the plan as needed
- **Module 8: Measuring Success and Tracking Impact**
  - Defining key performance indicators (KPIs) for change success
  - Techniques for tracking and reporting progress
  - Tools for collecting feedback and evaluating employee satisfaction

#### Day 5: Sustaining Change and Building a Change-Ready Culture

- **Module 9: Reinforcing and Embedding Change**
  - Strategies to reinforce changes and ensure long-term success
  - Aligning new behaviors and processes with organizational culture
  - Recognizing and rewarding successful change adoption
- **Module 10: Creating a Culture of Continuous Improvement**
  - Encouraging ongoing learning and adaptability
  - Embedding change management practices into the company's DNA
  - Preparing for future changes and building organizational resilience

### **TRAINING CERTIFICATE**

**MAESTRO CONSULTANTS** Certificate of Completion for delegates who attend and complete the training course.

### **METHODOLOGY**

Our courses are highly interactive, typically taking a case study approach that we have found to be an effective method of fostering discussions and transferring knowledge. Participants will learn by active participation during the program through the use of individual exercises, questionnaires, team exercises, training videos and

discussions of “real life” issues in their organizations. The material has been designed to enable delegates to apply all of the material with immediate effect back in the workplace.