





Course: Change Management and Continuous Development Skills

Code	City	Hotel	Start	End	Price	Language - Hours
MT-871	Marrakesh (Morocco)	Hotel Meeting Room	2026-05-03	2026-05-07	3450 €	En - 25

Introduction:

In a world marked by rapid technological advancements and accelerating economic transformations, the ability to manage change and enhance the work environment has become a critical success factor for organizations seeking to remain competitive, resilient, and sustainable. Organizations must be agile, forward-thinking, and equipped with the tools to adapt to emerging challenges.

This training program, is designed to provide participants with in-depth knowledge and practical tools to effectively lead and manage organizational change. It explores innovative strategies to drive improvement, overcome resistance, and embed a culture of continuous development. Through a mix of theoretical insights and practical applications, participants will be empowered to create meaningful transformation within their organizations.

General Goal:

To equip participants with the knowledge, skills, and strategies necessary to lead change initiatives, improve organizational climate, and implement continuous development practices that align with global trends and institutional goals.



Objectives:

- Understand the foundations and modern approaches of change management and their relevance in today's dynamic business environment.
- Analyze the current state of their organization and identify the need for change through relevant indicators and performance metrics.
- Apply scientific and practical methods to initiate, plan, and implement change effectively.
- Develop skills in setting strategic objectives and performance indicators aligned with institutional goals.
- Understand and manage resistance to change by applying appropriate tools and communication strategies.
- Design and implement development plans using innovation and continuous improvement frameworks.
- Utilize modern tools such as Total Quality Management (TQM), Balanced Scorecard (BSC), and Six Sigma to monitor, evaluate, and sustain improvement initiatives.
- Enhance the organizational work climate through inclusive participation, empowerment, and feedback mechanisms.
- Build and lead effective change teams capable of driving sustainable transformation.
- Evaluate the outcomes of change initiatives and refine strategies for long-term success.

Target Audience:

- Senior managers and department heads.
- HR and organizational development professionals.
- Project and program managers.
- Team leaders and supervisors.
- Change agents and quality improvement specialists.



- Anyone involved in or responsible for driving organizational change.

Course Outline

Foundations of Change Management and Organizational Climate

- Modern concepts of change management
- Importance of a healthy organizational climate
- Indicators of organizational efficiency and dysfunction
- Reasons for change and the essence of organizational development
- Who conducts the diagnostic study and why it matters

Overcoming Resistance and Planning for Change

- Understanding resistance to change: causes, types, and dynamics
- Strategies to manage and reduce resistance
- Planning change initiatives: setting objectives and KPIs
- Designing development and change programs
- Communicating change: stakeholder engagement and alignment

Roles, Responsibilities, and Tools for Change

- Role and functions of the development expert
- Building and leading the change team
- The role of training and capacity building in change
- Understanding feedback loops, impact assessments, and conflict management
- Enhancing work environment through strategic interventions

Continuous Improvement and Strategic Frameworks

- Introduction to Total Quality Management (TQM): principles and objectives
- Continuous improvement strategies and models



- Balanced Scorecard (BSC) as a performance management tool
- Introduction to Six Sigma methodology
- Focus on internal and external customers
- Process improvement tools and techniques

Sustaining Change and Building a Culture of Innovation

- Strategies for sustaining organizational change
- Embedding continuous improvement in corporate culture
- Institutionalizing innovation and creative thinking
- Aligning change with long-term strategic goals
- Recognizing and celebrating quick wins and long-term achievements

Practical Applications and Evaluation

- Case studies on successful change initiatives
- Group workshops: planning and simulating change processes
- Developing action plans tailored to participants' organizations
- Evaluation methods and continuous feedback mechanisms
- Final discussion and presentation of participants' change plans
- Conclusion and course wrap-up



The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

Program Timings:

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.