



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Leading and Managing Change

Code	City	Hotel	Start	End	Price	Language - Hours
700	Marrakesh (Morocco)	Hotel Meeting Room	2025-04-20	2025-04-24	3450 €	En - 25

The Programme Content

Foundations of Change

- Welcome, Introductions, Programme Objectives, Personal Objectives and 'Ground Rules'
- "Seescapes" and "Soundscapes" - how change has been a constant in your lives
- Business Strategy and Change
 - The Importance of Strategy
 - Defining Strategy
 - Strategic Drift
 - STEEPLE Analysis
- Where is your Organisation Now?
- Drivers of Change
- Business Drivers of Change
- McGahan's Trajectories of Industry Change
- Competitive Strength and Competitive Advantage

Generating Momentum and Leading Change

- Leading strategic and cultural change
- Models of change
- Planning for change: Kotter's Eight Stage model
- Gaining support
- Overcoming resistance



- Addressing individual resistance. Winning hearts and minds

Preparing for Change

- Why Change often Fails
 - Commonest causes of failure in change initiatives and what to do about them
- Causal model of Change
- Burke-Litwin
- Financial Perspective
- Customer Perspective
- Business Process Perspective
- Learning and Growth Perspective
- The Balanced Scorecard
- Organisational Fitness Model
- The Sigmoid Curve
- Change in Teams
- Force Field Analysis
 - Helpers and Blockers for Change
- Porters' 5 forces
- McKinsey 7s
- Change Readiness
- Organisational Fitness
- Timing of Change
- Analytical tools

People and Change

- Reactions to Change
- Managing Reactions to Change
- Personal Effects of Change
- The Emotional Loop
- Glasser's Drivers



- ABCD theory
- Pink's "Drive" theory: rewards and cognitive skills
- Herzberg - Hygiene and Motivational factors
- Stakeholder Mapping
- Stakeholder Management
- Stakeholder Value
- RACI Analysis
- Kano's Customer Satisfaction Model
- Motivation to Change
- Stakeholders and Shareholders
- Delighting our Clients and Customers with Change

Leading and Managing Change

- Leading and Managing Change
 - The Leader as Role Model
 - Essential Qualities of a Change Leader
 - The VIVE™ model as the basis for Change Leadership
 - Kotter - Top Down Leadership
 - Balogun and Johnson's - Middle-out Leadership
 - Kaizen - Incremental Change
- Communicating Change
- The "Skyscraper" model for Communicating Change
- Winning Hearts and Minds
- Delegation, Empowerment and Trust

Culture and Change

- Cultural Dimensions of Change
 - Corporate Culture
 - Edgar Schein
 - Cameron and Quinn Culture Audit



- National Culture
- Trompenaars and Hofstede
- Building a Learning Organization & teamwork
- Single and Double Loop Learning
- Systems Thinking
 - Laws of the Fifth Discipline
- Detailed Action Planning Session
 - Individual Action Planning
 - Paired Challenge, Coaching and Discussion
 - Plenary Declaration of Actions

Inspirational leadership: future action and intent

- The anatomy of leadership
- Inspiring by creating meaning: building a compelling vision
- Inspiring through communication: elevator speech
- Inspiring through trust
- Use inspiration in mentoring and coaching others

Leading the Strategic Skills

- Building trust and encourage teamwork
- Behaviours, values and stakeholder for support the vision
- The leadership qualities that will deliver the vision
- Two fundamental questions on leadership
- Inspiring others
- My leadership challenge



The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

- **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

- **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

- **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

- **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

- **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

- **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

- **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

- **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

- **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

- **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.