

€ TRAINING

Strategic Change Management for HR
Professionals



19 - 23 August 2024
Casablanca (Morocco)



Strategic Change Management for HR Professionals

REF: ST498 DATE: 19 - 23 August 2024 Venue: Casablanca (Morocco) - Fee: 3685 Euro

Introduction:

This training program is designed to empower HR professionals with the tools and insights necessary to effectively manage and lead strategic change initiatives within their organizations. It focuses on aligning HR strategies with broader business objectives to ensure successful change implementation and organizational adaptation.

Program Objectives:

By the end of this program, participants will be able to:

- Understand the principles of strategic change management.
- Develop HR strategies that support and facilitate organizational change.
- Lead change initiatives that enhance organizational culture and employee engagement.
- Utilize communication and negotiation skills to manage change resistance.
- Measure the impact of change initiatives and adjust strategies as needed.

Targeted Audience:

- HR Directors.
- HR Managers.
- Organizational Development Professionals.
- Change Management Specialists.
- Senior HR Business Partners.

Program Outline:

Unit 1:

Fundamentals of Strategic Change Management:

- Exploring the role of HR in strategic change management.
- Understanding different models and theories of change.
- Identifying drivers of change within the organization.

- Aligning HR initiatives with strategic business goals.
- Building a business case for change within HR practices.

Unit 2:

Designing Change Strategies for HR:

- Developing effective change management strategies.
- Creating frameworks for implementing change through HR.
- Tools for assessing the readiness of the organization for change.
- Engaging stakeholders in the change process.
- Methods of Planning and executing change interventions.

Unit 3:

Communicating Change Effectively:

- Effective communication strategies during organizational change.
- Managing internal communications to foster transparency.
- Overcoming communication barriers and misinformation.
- Utilizing feedback to enhance change efforts.
- Importance of Training HR teams on communication best practices.

Unit 4:

Leading Change and Overcoming Resistance:

- Leadership roles in change management: from HR perspective.
- Techniques for managing resistance to change.
- Emotional and psychological aspects of change management.
- Empowering HR to lead change at various levels.
- Case studies on successful change management led by HR.

Unit 5:

Measuring and Sustaining Change:

- Tools and metrics for assessing the impact of change initiatives.
- Ensuring sustainability of implemented changes.
- Adjusting and refining change strategies based on outcomes.
- Building a culture of continuous improvement and adaptability.
- Success stories of strategic change initiatives in HR.