

# € TRAINING

Effective Change Leadership and  
Management Strategies

27 - 31 January 2025  
Kuala Lumpur (Malaysia)





# Effective Change Leadership and Management Strategies

REF: ST2811 DATE: 27 - 31 January 2025 Venue: Kuala Lumpur (Malaysia) - Fee: 5300 Euro

## Introduction:

This training program focuses on building the necessary skills for leading and managing change processes effectively. Through it, participants will learn to develop strategies, manage resistance, and inspire teams during transitions.

## Program Objectives:

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

- Understand the role of leadership in organizational change.
- Develop effective change management strategies.
- Manage resistance to change and foster a positive culture.
- Apply change leadership frameworks to real-world scenarios.
- Lead teams through complex changes with minimal disruption.

## Targeted Audience:

- Mid-level managers.
- Team leaders.
- Project managers.
- Change management professionals.

## Program Outlines:

### Unit 1:

#### Foundations of Change Leadership:

- Defining Change Leadership vs. Change Management.
- The Role of Leaders in Driving Change.
- Key Theories of Organizational Change Lewin, Kotter, ADKAR.
- Psychological Aspects of Change Resistance.

- Leadership Styles and Their Impact on Change Initiatives.

## Unit 2:

### Strategic Change Management:

- Aligning Change Initiatives with Organizational Goals.
- Creating a Vision for Change.
- Stakeholder Analysis and Engagement Strategies.
- Risk Management in Change Processes.
- Developing a Change Management Plan.

## Unit 3:

### Communication and Influence in Change:

- Effective Communication Strategies During Change.
- Building Trust and Transparency.
- Influencing and Persuasion Techniques.
- Dealing with Conflict and Resistance.
- Empowering Teams for Change Success.

## Unit 4:

### Leading through Resistance and Uncertainty:

- Diagnosing Resistance: Symptoms and Causes.
- Tools for Managing Resistance ADKAR Model, Kotter's 8-Step Change Model.
- Handling Emotional Reactions to Change.
- Change Leadership in Times of Uncertainty and Crisis.
- Techniques for Building Resilience in Teams.

## Unit 5:

### Sustaining Change and Continuous Improvement:



- Embedding Change into Organizational Culture.
- Measuring the Success of Change Initiatives.
- Continuous Improvement Frameworks Kaizen, Six Sigma.
- Leadership for Sustained Change.
- Lessons from Change Leadership Failures and Successes.