

€ TRAINING

Strategic Leadership and Change
Management

A group of four smiling business professionals (two men and two women) in a meeting room. They are wearing white shirts and are seated around a table. The background is blurred, showing a modern office environment. A large blue curved graphic element is overlaid on the top right and bottom right of the image.

17 - 21 March 2025
Madrid (Spain)



Strategic Leadership and Change Management

REF: M2955 DATE: 17 - 21 March 2025 Venue: Madrid (Spain) - Fee: 5300 Euro

Introduction:

This training program is designed to equip participants with the skills and strategies required to lead organizations through dynamic changes and foster innovation. The program emphasizes strategic leadership principles, effective communication, and the development of a change-ready culture. Participants will learn to manage resistance, drive organizational transformation, and align strategic goals with execution.

Program Objectives:

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

- Explore the principles of strategic leadership and its impact on organizational success.
- Develop strategies to manage and lead organizational change effectively.
- Cultivate a change-ready culture and manage resistance to change.
- Align leadership styles with organizational goals and stakeholder expectations.
- Enhance decision-making and problem-solving skills in change management contexts.

Targeted Audience:

- Senior and Mid-Level Managers.
- Team Leaders and Project Managers.
- Human Resources Professionals.
- Business Consultants and Strategists.

Program Outline:

Unit 1:

Fundamentals of Strategic Leadership:

- Defining strategic leadership and its role in business success.
- The competencies and traits of effective strategic leaders.
- Vision creation and strategic goal setting.

- Decision-making frameworks for leaders.
- Building trust and credibility as a leader.

Unit 2:

Understanding and Managing Change:

- Theories and models of change management Kotter, Lewin, ADKAR.
- Identifying the drivers and barriers to change.
- Change readiness assessment tools and techniques.
- Developing change management strategies.
- Engaging stakeholders in the change process.

Unit 3:

Communication and Influence in Change Leadership:

- Crafting and delivering impactful change messages.
- Managing communication channels during change.
- Techniques for influencing and persuading stakeholders.
- Handling conflicts and resistance in change initiatives.
- Building collaborative networks for successful change.

Unit 4:

Building a Change-Ready Culture:

- Fostering an adaptive and innovative organizational culture.
- The role of emotional intelligence in change leadership.
- Empowering employees to embrace change.
- Recognizing and rewarding change champions.
- Sustaining momentum and institutionalizing change.

Unit 5:



Strategic Execution and Continuous Improvement:

- Aligning strategic initiatives with change efforts.
- Monitoring progress and measuring success.
- Tools for tracking and evaluating change outcomes.
- Creating a culture of continuous improvement.