End to End Change Management Strategy and Approach for Improving Organisational Outcomes

Hanna Qadir   **Via Live Streaming only**

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Presenter

Hanna Qadir is an Organisational Change Consultant who has worked on global programmes in the insurance, retail, banking and entertainment sectors over the last 14 years. Notable achievements include: Heading up the change function for an American insurer and leading change for a multimillion SAP programme of work for Sony Entertainment. She is also a keynote speaker on change for both academic (Columbia University, New York) and organisational institutions.Initially starting her career working for two of 'The Big Five' consulting practices, Hanna now specialises in change-focused transformation. She believes in outcome-driven interventions and encouraging organisations to prioritise investment in their people regardless of the size or monetary value of the transformation. She also has an interest in cultural attitudes to change, having worked in Japan as well as across Europe and believe employees need to be nurtured since they are at the heart of any change.

Overview

In today's professional world, people are recognised as the real asset of an organisation. There is an understanding that the success and failure of any programme is largely dependent on how well the 'people component' of any change is managed. Change management is becoming a universal skill set that many employers look for as a means to introduce, understand and sustain change across their organisation. Change Management is buoyant across all sectors and industries – private, public and not-for-profit sectors, with demand continuing to grow.

A change management approach can be applied to projects and programmes covering a broad range of topics from: IT and system implementations, Process-improvement projects, Cost Saving Initiatives and Regulatory Affairs, to cite a few examples. The speaker has a breadth of professional experiences and has consulted using a range of Change Methodologies covering: in-house Big Five Consultancy Approaches, PROSCI Change Management / ADKAR Model and also AIM Change Management Methodology – IMA Institute. The speaker has worked across both public and private sectors and has working knowledge of the UK Government Project Delivery Capability Framework (PDCF) and associated Project Delivery Functional Standard (applicable to all types of government projects) as well as PRINCE 2 and Agile Project Management.

The course will be interactive using a mixture of speaker slides and break-out sessions.

Learning Objectives

- Understand, plan for and respond to organisational change
- Set real and measurable change objectives
- Create a Change Plan / Strategy
- Learn how to initiate and deliver sustainable change using a Change Framework
- Deep dive into 4 key elements of change
- Deal with resistance and difficult people with conflict management strategies
- Real case examples used
- All delegates will have access to tried and tested templates that the speaker has developed, used and refined for a number of global clients.

Course Outline

PLANNING AND PREPARING FOR CHANGE

- PLAN FOR CHANGE – GROUND '0'
  - Introduction to effective organisational change and why it is important
  - The 'Change Commitment Curve' – stages broken down and explained
  - Set key change objectives to achieve tangible organisational results and define basic change criteria to assess projects
  - Group Discussion: What does change mean to each of you?
  - Group Exercise: Defining specific change criteria through a worked example.

Learning Objective Fulfilled: An understanding of why change is important, creating a case for change, and how to set change objectives within an organisational context to derive real value.

- CHANGE MANAGEMENT FRAMEWORK
  - Introduction to A Change Management Framework – What, when, why?
  - How will the Framework help my business and end users?
  - Deep dive into the 4 components of the Framework:
    - Stakeholder Engagement
    - Communications
    - Impact / Readiness
    - Training
  - Group Discussion – What elements of the Change Framework are you most comfortable with? Do any areas surprise you?
  - Group Exercise – Each group will take one component of the Framework and prepare an action plan using a template provided. Feedback will be given.

Learning Objective Fulfilled: An understanding of the change framework, how to use the four-block model and what each block of

the model entails. These 4 elements can be linked back to traditionalist change management principles and methods.

DELIVERING CHANGE AND LAUNCHING A CHANGE STRATEGY

- DELIVERING CHANGE
  - How to apply the four change components to a project?
  - Group Exercise – Work on the theory introduced in Day 1 and build a full change strategy / framework for a project from start to finish. De-brief and feedback on plans and frameworks provided.
  - Group Discussion – Uniting the Project Plan and Change Plan – breaking down change activities into project tasks. What is the difference between both artefacts?
  - Ongoing change management principles and making change 'stick'.
  - Group Discussion – Why does change fail?

Learning Objective Fulfilled: How to prepare a change framework (to a real project) and uncover the myth of the change plan versus project plan.

- LAUNCHING CHANGE
  - Engagement process – How to start to engage with teams and launch change
  - Group Exercise – Prepare a Change Terms of Reference
  - Best practices for dealing with conflict and difficult people

Learning Objective Fulfilled: How to use the change theory and various tools and templates introduced, in an organisational setting. Create an initial terms of reference that will drive change.

Audience

- Change Managers (CM's) & Change Specialists looking for a simple and easy to apply approach to implementing change
- Project Mangers (PM's) wanting a better understanding of change principles as demand for hybrid PM/CM's grows in the market
- Those looking for a career change or transition into the area of change management
- Anyone with an interest in organisational change
- The course will be beneficial to individuals from both private and public sector backgrounds