



Beyond Consulting 
partnership in special projects

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CHANGE MANAGEMENT

business theory and practice

training

Updating of strategic goals makes it necessary to adapt the company to new priorities and, consequently, to introduce various changes. Changes can be introduced in the organizational, technical and process spheres, as well as in the sphere of human capital management. They may concern the entire company or its part: research, production, sales, service or administration. An important element of changes is their pace and proper coordination of activities, preventing disruptions in the company's operational activities.

Interconnected projects, coordinated as part of an extensive organizational change management program, are the primary tool for implementing change. All actions taken as part of the change can be divided into two groups: (1) hard changes - made in the technical sphere (organizational, process, technological), and (2) soft changes, i.e. psychological and emotional impact on the affected employees. It is natural that every change raises fears and resistance to the unknown. The art of change management consists in eliminating resistance and disturbances by efficiently coordinating hard projects and skillfully influencing human awareness and attitudes.

Change management is more than standard project and program management. The role of a change agent is a role intended for an authentic leader, able to establish good communication with managers and employees, as well as engage them in constructive cooperation.

Training objectives

Presentation of the basic concepts, concepts and methods of organizational change management, with particular emphasis on its psychological and emotional side. Presentation of professional methods of planning organizational change, ways of coordinating it and overcoming the natural resistance of employees. The training is addressed to everyone who intends to acquire practical knowledge and skills in the field of managing a modern company, and in particular to:

- middle and senior management of enterprises,
- project managers of strategic importance to the company,
- employees of strategy and marketing departments,
- reserve management staff.

Form of training	Duration	Working methods
Open or closed	1 or 2 days (8-16 hours)	Lectures and workshops

Training program

Lectures

- The importance of organizational changes (restructuring of the company)
- Relationship of the strategic plan with the planning of organizational change
- Basic concepts and the field of organizational change management
- Basic types of restructuring processes
- Distinguishing between technical and psychological aspects of change management
- Organizational change management process structure
- Organizational change plan - content and planning principles
- Change management team vs. project teams
- Participants of the change - sponsor, change agent, managers, employees
- Capital resource plan in the change management process
- Passive attitudes in the change management process and their causes
- Psychological reactions of employees to changes
- Individual approach to employee in the process of change
- Achieving awareness, understanding, acceptance and commitment to change
- Social engineering in the process of managing organizational change
- Ten strategies for effectively engaging in change
- Communication in change management - principles, methods and goals
- The roles of leaders and managers in the change management process
- Principles of shaping the right corporate culture
- Key success factors in the change management process
- Common causes of change failure

Workshop

- Identifying key strategic projects
- Organizational change planning
- Communication planning in the process of change
- Organizing the organizational change management team

Expected effects of the training

- Acquisition of basic concepts and concepts related to change management
- Acquisition of the ability to distinguish between the technical and emotional side of change
- Acquisition of the ability to identify the sources of employees' resistance to changes
- Getting to know the methods of analyzing the degree of employees' readiness for changes
- Getting to know the methods of motivating and engaging employees in changes
- Learning how to avoid failures in implementing changes
- Understanding the roles of leaders and managers in the change process
- Understanding the role and assimilating the working methods of the change agent
- Learning the principles of effective communication in the process of introducing changes

Working methods

The working methods used during the training allow for easy assimilation of both theoretical content and practical skills. Lectures are clear and richly illustrated with multimedia presentations. Workshops are conducted with the help of case studies, outlines, forms and spreadsheets. Professional terminology is presented in Polish and English. The optimal size of the group of participants, allowing for comfortable and effective conduct of workshops, is 10-15 people. This reservation is irrelevant if the training is limited to the lecture part only.

