

# Managing culture change

## Overview

- Gain a theoretical & practical perspective on managing organisational change
- Avoid change management pitfalls
- Apply a “project” approach to managing change

## Learning outcomes:

- Ability to select appropriate models & tools
- Awareness of key strategic and planning requirements
- Recognition that change management principles & tools have diverse applications

## Overview of content:

- Why change?
- Top down, bottom up or...
- Assess organisation's readiness for change
- Behavioural factors
- Strategic Change Management models
- Bridging the strategy to implementation
- 'gap' Program and project management
- Importance of communication approach
- Winning hearts and minds
- Culture and impact upon the bottom line
- Your culture change strategy & plan

## Who should attend?

Senior managers, directors, business unit managers, line managers, professionals, consultants, program managers, project managers, senior account managers, Planners.

## Course Duration:

- Typically: one or two days
- Customised: one, two or more days