



# الدورة التدريبية لإتقان استراتيجيات إدارة التغيير الهؤسسي



## الدورة التدريبية لإتقان استراتيجيات إدارة التغيير الهؤسسي

الرجوع: 36370\_27451 التاريخ: 02 - 06 Mar 2027 الموقع: دبي - الرسو: Road Zayed Sheikh Marriott by Inn Residence Euro 4500

### Course Overview

The course is a complete program designed to empower professionals with the methods, techniques, and strategies needed to lead successful change initiatives within their organizations. Special emphasis is placed on understanding and applying the Prosci Change Management methodology and the ADKAR model to achieve sustainable change. This course provides participants with a structured approach to navigating organizational change, managing resistance, and implementing behavioural change strategies. By delving into stakeholder engagement, change readiness, and communication planning, participants will gain the skills needed to build trust, align goals, and foster cultural transformation. Through hands-on learning, this course ensures participants are equipped to measure success, sustain momentum, and drive continuous improvement in their organizations.

### Target Audience

- Change managers
- Project managers
- HR professionals
- Organizational development specialists
- Business leaders and decision-makers
- Team leaders involved in transformational initiatives

### Targeted Organizational Departments

- Human resources
- Operations
- IT and digital transformation
- Strategy and innovation
- Organizational development
- Risk and compliance

### Targeted Industries

- Technology and IT
- Healthcare and pharmaceuticals
- Manufacturing and production
- Education and training
- Financial services
- Public sector and government

## Course Offerings

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

- Understand and apply the Prosci Change Management methodology and the ADKAR model.
- Conduct stakeholder analysis and develop engagement plans.
- Manage resistance to change using structured approaches.
- Design and implement effective change communication plans.
- Measure success through change metrics and ensure continuous improvement.

## Training Methodology

This interactive training course combines lectures, case studies, group discussions, and simulations. Participants will work on real-world scenarios to implement the ADKAR model and Prosci methodology effectively. The course -uses practical exercises, change tools, and templates to ensure that participants gain actionable insights. Role playing and team activities foster collaborative learning, while feedback sessions provide opportunities for reflection and improvement.

## Course Toolbox

- Stakeholder engagement templates
- Risk assessment frameworks
- Communication plan templates
- Behavioural change action plans
- ADKAR model application exercises
- Prosci change management methods and techniques

## Course Agenda

### Day 1: Foundations of Change Management

- Introduction to Change Management and Its Importance Topic 1:
- Understanding the Prosci Change Management Methodology Topic 2:
- Exploring the ADKAR Model: A Framework for Change Topic 3:
- The Role of Change Management in Organizational Success Topic 4:
- Identifying Incremental vs. Transformational Change Topic 5:
- Key Components for Successful Change Initiatives Topic 6:
- Recap of foundational principles, discussion on key takeaways, and Q&A. Reflection & Review:



## Day 2: Planning and Preparing for Change

- Conducting a Change Readiness Assessment Topic 1: •
- Creating a Case for Change: Methods and Templates Topic 2: •
- Stakeholder Analysis and Engagement Planning Topic 3: •
- Developing a Compelling Vision for Change Topic 4: •
- Sponsor Engagement: Roles and Responsibilities Topic 5: •
- Behavioral Change Planning and Implementation Strategies Topic 6: •
- Reflection on pre-work and readiness, sharing insights from stakeholder analysis. Reflection & Review: •

## Day 3: Implementing Change Strategies

- Shaping the Path: Directing the Rider and Motivating the Elephant Topic 1: •
- Effective Communication Strategies in Change Management Topic 2: •
- Risk Assessment and Mitigation Techniques Topic 3: •
- Change Communication Planning: Overview and Templates Topic 4: •
- Managing Resistance and Navigating Transitions Topic 5: •
- Applying the ADKAR Model to Real-World Scenarios Topic 6: •
- Group discussions on implementation challenges and solutions, review of best practices. Reflection & Review: •

## Day 4: Managing and Sustaining Change

- Techniques for Overcoming Resistance to Change Topic 1: •
- Continuous Feedback and Iteration Strategies Topic 2: •
- Monitoring Success Metrics for Change Initiatives Topic 3: •
- Ensuring Behavioral Change with Effective Tools Topic 4: •
- Sustaining Momentum: Keeping the Change Alive Topic 5: •
- Case Studies: Lessons Learned from Successful Change Initiatives Topic 6: •
- Review of tools and metrics, discussing long-term sustainability. Reflection & Review: •

## Day 5: Advanced Techniques and Strategic Integration

- Advanced Applications of the Prosci Change Management Methodology Topic 1: •
- Integrating Cultural Change with Organizational Goals Topic 2: •
- Scaling Change Across Departments and Functions Topic 3: •
- Aligning Leadership and Team Dynamics with Change Objectives Topic 4: •
- Building a Culture of Continuous Improvement Topic 5: •
- Finalizing Action Plans for Future Change Initiatives Topic 6: •
- Final group presentations, sharing actionable insights, and course wrap-up. Reflection & Review: •

## How This Course is Different

This course offers a unique focus on the Prosci Change Management methodology and the ADKAR model, making it ideal for professionals seeking to align with globally recognized best practices. Participants will gain practical tools, templates, and actionable insights that can be directly applied to their workplace challenges. The hands-on approach ensures a deep understanding of change management processes, enabling participants to drive sustainable transformation and achieve measurable results.



## فئات الدورات التدريبية



HR TRAINING & DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات



دورات التدريب القانوني والمشتريات والتعاقدات



دورات الاتصال الجماهيري و السياسات والعلاقات العامة



دورات النظم السبراني ودورات تقنية المعلومات



دورات الصيانة ودورات المجالات الهندسية المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



**AGILE LEADERS**  
Training Center

## فئات الدورات التدريبية



دورات معتمدة من قبل هيئات دولية



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية

## مدن التدريب



اسطنبول - تركيا



أمستردام - هولندا



أنقرة - تركيا



أثينا - اليونان



الرياض - المملكة العربية السعودية



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



باريس - فرنسا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



براغ - جمهورية التشيك



بانكوك - تايلاند



بالي - جمهورية إندونيسيا



باكو - أذربيجان

## مدن التدريب



جاكرتا - جمهورية اندونيسيا



تبليسي - جورجيا



بوكيت - تايلاند



برشلونة - إسبانيا



روما - إيطاليا



دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



جنيف - سويسرا



شرم الشيخ - مصر



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة الأمريكية



زنجبار - تنزانيا



طوكيو - اليابان



طشقند - أوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة الأمريكية

## مدن التدريب



كوالالمبور - ماليزيا



فيينا - النمسا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



ماربيا - اسبانيا



لندن - المملكة المتحدة



لانكاوي - ماليزيا



كيب تاون - جنوب إفريقيا



ميلان - إيطاليا



مونترال - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



نيس - فرنسا



نيروبي - كينيا



ميونخ - ألمانيا

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



**AGILE LEADERS**  
Training Center

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