

# Leading Successful Change (Classroom-Based Course)

## Outline, Agenda and Pricing

### Introduction

Too often, organizations fail to achieve a return on investment in change. At the heart of the matter is the effect it has on people; the very things that drive them to excel at work are deeply threatened by change causing them to resist it, making leading change feel like an uphill battle. The good news is that by understanding what makes people tick leaders can learn to dispel resistance and channel people's energy in pursuit of change rather than in opposing it.

If you want to be able to lead people through significant change this course is for you.

Simply put, this course equips with a practical framework\* and a set of tools and techniques that help you deliver the benefits of new initiatives by galvanising people to work positively with change, helping your organization adapt faster to the needs of a rapidly transforming world.

\*The 5 Forces of Change

### Course Objectives

You will learn to:

- Understand what drives people to support or oppose change and why change can fail to take root
- Eliminate the root causes of resistance to change
- Apply practical psychology to get stakeholders and those most affected by change to take ownership of it
- Apply practical tools, templates, and techniques for leading change
- Embed change in your organizations so that it sticks
- Deliver the intended benefits of change

### How it Works

This course is led by Dr Anthony Greenfield with 5 to 20 participants or your own accredited course leaders. The course is delivered through a variety of methods:

			
<p>Video Insights from Anthony Greenfield</p>	<p>Activities &amp; Discussions</p>	<p>Stories</p>	<p>Questionnaire</p>
			
<p>Practical Tools</p>	<p>Practical Examples</p>	<p>Capture Learning and Actions</p>	<p>Key Concepts</p>

Participants typically work in teams of 4-6 people to engage in activities and discussions, and to share personal experiences and perspectives.

The course is normally run in-house at your organisation's premises or in a hired training room.

Your own in-house managers and experts can be **accredited** to run the course if you so wish.

## Course Duration

The course is designed to take **2 days** and can be customised to focus on specific change initiatives within your organization.

## Benefits

### *Benefits to the individual learner*

Enhance your ability to:

- Lead people successfully and positively through organizational change
- Minimise the potential disruption caused by change
- Deliver the benefits of change and ensure they are sustained
- Progress your career as a leader

### *Benefits to the organization*

- Increased workforce engagement
- Enhanced organizational adaptability to internal and external change
- Achieving and sustaining the benefits of change, whilst minimising disruption to operations and team morale
- Better return on investment in projects and new initiatives

## Who Should Attend

The course is designed to help:

- **Leaders** of organizations - large and small – to translate strategy into action and to embed the behaviours that lead to competitive advantage
- **Managers** to improve the performance of their teams without an uphill battle against resistance to change
- **People impacted** by change to work positively with it to benefit themselves and their organization
- **Aspiring individuals** to develop their careers into leadership positions where the ability to instigate change is vital
- **Consultants and Coaches** looking to help clients make step changes in culture and performance
- **Students** who want to understand how to apply psychology to deliver organizational change

## Pricing

The pricing of **Leading Successful Change** classroom-based course is dependent on whether it is to be facilitated in-house (by your own accredited course leaders) or by one of our facilitators. A one-off course facilitated by Dr Anthony Greenfield is priced at **£3,750 + VAT** (excluding expenses related to travel and classroom hire) for up to 12 participants. More information is available via [info@5forcesofchange.com](mailto:info@5forcesofchange.com)

## Course Facilitator

The course is facilitated by Dr Anthony Greenfield, author of '*The 5 Forces of Change*' and '*5 Tales of Change*'. Anthony has led major change in a range of industries and countries for over 30 years. Most recently, he supported Argos, South West Water and Jaguar Land Rover with their transformation programmes. He has trained hundreds of leaders in change leadership and change management and is on the Associate Faculty of Leeds University Business School and is a Visiting Lecturer at Bayes Business School. He has received two UK National Training Awards for his work with Sainsbury's Supermarkets and Marks and Spencer supermarkets. See <https://www.linkedin.com/in/anthonygreenfield1>



## Course Agenda

The agenda set out below incorporates **expert insights, group activities, discussions, case studies and takeaway tools, templates, and plans.**

### Chapter 1: The Challenge of Change

- Objectives and benefits of the course
- The cost of failed change
- The leadership challenges of change
- Harnessing human psychology to dispel resistance to change – introducing 'The 5 Forces of Change': **Certainty, Purpose, Control, Connection and Success**
- Capturing lessons learned and future actions throughout the course

### Chapter 2: Certainty

- The stress of uncertainty
- Managing your attitude to change as a leader
- Creating Certainty for others during 'Crazy Time'
- Working with Innovators and Laggards
- Communicate, communicate, communicate

### Chapter 3: Purpose

- Motivation at work
- The vital role of Purpose in change
- The 'big picture' context for change
- Crafting a great Vision for change
- 'What's in it for me?' – communicating the benefits of change

#### **Chapter 4: Control**

- Why people rebel against change
- Creating ownership for change through active involvement of stakeholders
- Meeting with a stakeholder
- Pros and Cons of giving people control during change
- The crucial roles of Change Sponsor and Change Champions

#### **Chapter 5: Connection**

- Enabling others to go of old habits, routines, and behaviours
- Getting people's concerns about change out on the table
- The Keep, Lose, Gain Grid
- Using ceremony to help people break with the past
- Creating new habits and routines to replace the old ones

#### **Chapter 6: Success**

- Overcoming people's fear of failure
- The dangers of reverting to old ways of working
- Helping people climb the learning curve
- Dealing with teething problems
- Actions to lock in change for the long run

#### **Chapter 7: Summary and Next Steps**

- Capturing lessons learned and future actions
- Putting it all into practice in your organization
- Further support and learning available

This course is also available in a self-paced online format.

To book a course or for further information contact [info@5forcesofchange.com](mailto:info@5forcesofchange.com) or call +44(0)7931 375 690.

See [www.5forcesofchange.com](http://www.5forcesofchange.com) for links to all courses and to purchase books via Amazon.