Leading Successful Change (Self-Paced 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 lead people successfully through significant change this course is for you.

Simply put, this course equips you 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
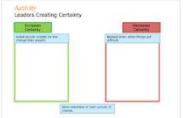- Deliver the intended benefits of change

How it Works

This self-paced course allows you to learn at your own speed and at a time that suits you. The course is delivered through a variety of methods:

Video Insights from Anthony Greenfield

Case Studies

Practical Examples

Stories

Questionnaires

Downloadable Tools, Templates & Plans

Online Activities

Offline Activities

Assignments
Practice applying tools and methods in your organisation

Course Duration

The course is delivered through a series of bite-sized lessons that typically last 5 - 15 minutes each. The course can be completed in **approximately 2 days.** This time can be spread out over a period of your choosing.

Course duration may increase depending on how thoroughly you complete Assignments in which you apply tools, templates, and plans to a real change 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

1. **Leading Successful Change** (Self-Paced Course), is priced at **£200 + VAT**. This gives you unlimited online access to the course for a period of 6 months.
2. **Leading Successful Change – Taster Version** (Self-Paced Course), comprising 3 out of 7 sections ('Chapters') of the course, is priced at **£100 + VAT**. This gives you unlimited online access to the course for a period of 3 months and a refund of your fee should you upgrade to the full course.
3. **Leading Successful Change – Incorporating 1-to-1 Coaching**, comprises the full Leading Successful Change (Self-Paced Course) with two 40-minute 1-to-1 coaching sessions with Dr Anthony Greenfield. This is priced at **£400 + VAT**.

Course Leader

The course is led (via video recordings) 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*

UNIVERSITY OF LEEDS
Leeds University Business School

BAYES
BUSINESS SCHOOL
CITY UNIVERSITY OF LONDON

Course Agenda

The course comprises 7 'Chapters' broken down into 64 bite-sized sessions. The agenda set out below also incorporates **case studies, online and offline activities, assignments and downloadable 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 available in three self-paced formats – see 'Pricing' above. It is also available in a classroom-based format.

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

See **www.5forcesofchange.com** for links to all courses and to purchase books via Amazon.