



# Corporate Coach Group

Training that transforms



## Training Plan Change Management Training

## A Training Plan for Your Organisation

### What is the purpose of the training?

The purpose of the training is to initiate a process of rapid improvement, by means of achieving a shared understanding of the correct knowledge and skills that we need to employ, if we are to achieve our stated goals.

### Change Management Course Summary

Everything changes. Because we need to adapt to changes, we need to change too. But many people fight change.

How can we empower people to quickly, willingly and effectively manage change and secure a better future?

This in-house Change Management course teaches how to use change to your advantage and how to make progressive, adaptive change an integral part of your culture.

### Learning Outcomes for the Change Management Course

- Change is something we cannot avoid
- Understand why people dislike and fear change
- How to manage change both logically and emotionally
- How to make your team more adaptable and responsive
- How goal setting can control the direction of change
- How to replace fear and anger with something more positive
- How to communicate the benefits of change

### Customer Review

“ Lots of useful models that I can use both in and outside of work. The use of repetition, work in groups and exercises really helped to reinforce what was being learned. A really good course! The trainer was very friendly, positive, engaging and involved everyone, which was excellent.

*Martin Fairchild  
Victory Housing Trust*

## Change Management Training Course Overview

We have designed this course to show you how to effectively manage change.

The training day is divided into three major parts:

### 1. When faced with the need to change; how people typically respond.

Some people respond well to change, they even enjoy it. But most people don't.

We will look at the behavioural and emotional responses people typically have, when they are forced to change.

### 2. How to manage change - on the logical level.

There is a practical, logical aspect to change management, meaning, we need to do the right things, in the right order, whilst simultaneously avoiding common mistakes. We will set out the change management process which describes an eight-step cycle. We will use this cycle to understand how to create an adaptive response to change.

### 3. How to help people through change - on the emotional level.

There is a strong emotional aspect to change management. The change manager must be keenly aware and fully able to manage peoples' emotions.

If change managers fail to successfully manage peoples' feelings, then the logical process will flounder on the rocks of human emotion.

We will show how to manage emotions by the process of excellent communication skills.

## Customer Review

“ Excellent content! I particularly liked the 8 Part SMART and understanding the difference between Critics and Cynics. Transforming negative conversations onto a more productive track. The trainer's presentation had a good pace, presentation and style.

*Julie Knight  
Victory Housing Trust*

## Change Management Training Course Details

### Morning Session

#### Why change is inevitable and how it affects people emotionally

Change is inevitable, because your situation is influenced by four forces:

1. Yourself
2. Other people
3. The system
4. Mother nature

We will discuss which of these forces you can control.

#### Change is inevitable: You cannot escape change

Change is built into the fabric of the system. We must all deal with change; economic, social, political, climate and environmental change is inevitable.

Change can be both good and bad. It depends on how you react to it, both emotionally and behaviourally. Some people respond well to change, but many people do not.

This course is about understanding the process of change; how people commonly respond, and how we can help them to embrace change, benefit from it and possibly even enjoy the process!

#### What happens to those who refuse to adapt to changing circumstances?

Like gravity, change is built into the fabric of the universe; you cannot get around change any more than you can get around gravity.

Yet many people try to fight change: They struggle and resist, and they do all they can to stay the same.

We explore what happens to individuals or groups that refuse to adapt to changing circumstances.

### Why don't people like change?

People don't like change because change introduces two things: uncertainty, and a requirement to change personal habits. Since humans are creatures of habit, we tend to resist changing our habits. We would rather keep our old habitual ways of doing something. Changing habits takes you out of your comfort zone and introduces uncertainty.

### How people typically react to change

Some people respond well to change. They enjoy it. But most people don't. We will analyse and list the typical responses we observe in people, when they are experiencing change.

### Ideally, how should we respond to change?

An ideal reaction to change, would be to develop an adaptive response.

An adaptive response means seeing change as an inevitable reality. We should quickly perceive and identify the nature of the change, formulate a new goal, organise new plans, take effective action, and continually evolve our processes to keep pace with change. Or even better, we should predict the change and get ahead of the curve, so that we are not merely reacting to changing circumstances, but rather, we are creating and benefiting from them.

### Two types of change: Self-directed and forced

Forced change is change imposed from external forces. These changes are normally more difficult to handle.

Self-directed change is as a result of our own decision and volition. These changes are normally easier to handle.

Our task as Change Managers is to make change as self-directed as we can.

## Afternoon Session

### The role of the change manager

The role of a change manager includes:

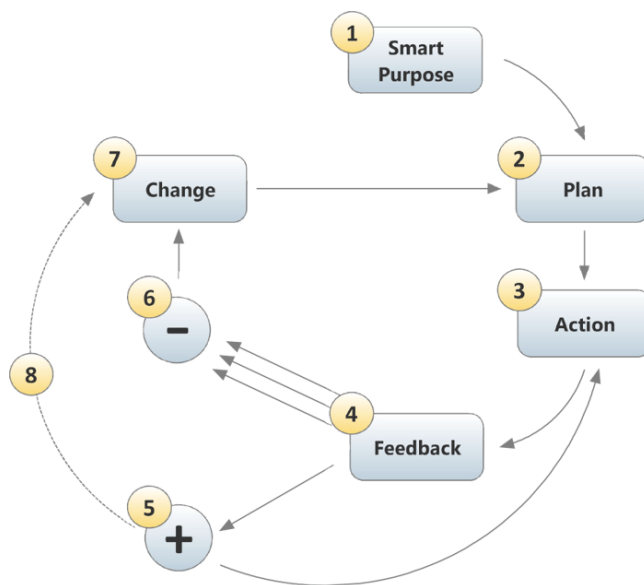
1. Identify the facts of the situation as they are, not as we would like them to be.
2. Set a legitimate and worthy goal to aim for.
3. Develop practical plans, capable of taking us from where we are now, to where we need to be.
4. Communication skills that are capable of bringing people along with us, hearts and minds, as we navigate the change process.
5. Positive, intelligent, empathetic and optimistic attitudes, to those who are affected by the changes, and who are often the same people who are responsible for the implementation of the change plans.

### What are the steps in the change management process?

We present our change management process.

It has eight major parts and forms a logical system of related steps that describes successful change management:

1. Accurate perception and identification of the facts; set a clear goal.
2. Formulate and communicate new, practical plans.
3. Prioritise the actions and implement the plan.
4. Observe the feedback results, both positive and negative.
5. Analyse the positive feedback results.
6. Analyse the negative feedback, and learn the hidden lessons contained within it.
7. In the light of negative feedback results make evolutionary, adaptive changes.
8. In the light of positive feedback, make adaptive improvements. Return to 1



### Three communication skills of a change manager

Effective change managers share three communication skills: They are able to communicate with clarity, rationality, and positivity.

**Clarity:** This means they will explain the purpose and reasons for the change, and they will clearly describe the plan and actions that will implement the change process.

**Rationality:** Nobody accepts change without good reason. So, the manager must be sure to provide a logical rationale that explains the change, to the satisfaction of intelligent people.

**Positive emotion:** Change is usually a trigger for many negative emotions, so the change manager must exude emotions of confidence, empathy and optimism.

We will show you how to communicate with clarity, reason and positive emotion.

We will also describe some common mistakes made by many change managers that have the effect of destroying the team's morale.

## Manage the emotional responses associated to change

We explore the emotional elements of change management.

The change process includes negative emotions and we must recognise them, empathise and support people through these emotions, without allowing their negative emotions to become a brake on the change process itself.

## How to reduce the fear and anger and replace it with confidence

We will introduce you to two methods that will allow you to interrupt the negative conversations and emotions that proliferate during change situations, and how to transform these conversations into something more progressive and productive.

We have two methods for you:

1. Reframing.
2. Conversation control.

## How to manage your own emotions as you help others through change

Our course presupposes that all the change managers are on top-form as they manage the process and help others.

But we must also recognise that the change managers themselves, are going through the same process.

So, who motivates the motivators? We motivate each other, and we motivate ourselves.

We finish this course on how we can manage ourselves, on all levels: mental health, physical health, work habits, emotional habits, relationships.

## Customer Review

“ Very insightful. Good to understand different ways of thinking and how other people think. Especially how I can think and how I can be more positive. The presentation was very good. Easy to understand the diagrams. Also, the mini ‘tests’ were good to confirm learning.

*Serena Fuller  
Victory Housing Trust*



## Training Costs / Investment

### Bespoke In-House or Live-Online Course

£2,150 + VAT per training day, (8 – 16 delegates)

Plus, travel and hotel accommodation for trainer if needed (Premier Inn type)

*International Price Varies*

In-House training has been designed to provide a similar experience to our open courses, however we can tailor the content to fit your specific needs.

We are able to train in your timezone.

### All our training includes:

- A full day of quality training, delivered by an experienced trainer
- Total of 6 CPD training hours (usually 9am - 4.30pm), plus an additional 2-3 via post-course online independent learning
- Full course training workbooks
- Training certificate
- Access to additional free training material after the course via our post-course portal
- 3 months free telephone coaching: Whilst you are implementing what you have learned, if you need to, you can contact us for support and guidance

### We suggest the following plan of action:

Please send to us:

1. Any amendments or changes you wish to make to the programme.
2. Your thoughts.
3. The next step you would like us to take.

Thank you.

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## Customer Reviews

“ Really appreciated the real-life examples given. The course was a good pace, with good use of repetition to underline key concepts. Excellent summary. The trainer responded well to feedback, both explicit and implicit. Preferred the fact that the trainer did not use PowerPoint.

*Marie Helson  
United Arab Shipping Company (UASC)*

“ The training course was very good. I've attended other training courses on these subjects, but this had a different approach and covered the subjects in a different way. Using and completing workbooks also suits my way of learning. The course was well delivered, kept my interest and covered the subjects in an original way.

*David Lubbock  
Victory Housing Trust*

“ The course content was excellent and will be very useful with our current merger. The trainer presentation was very good. Great use of the modules, with NO PowerPoint. Plenty of grounding and examples.

*Jason Clarke  
United Arab Shipping Company (UASC)*

“ Course content was interesting and valuable. Can be used right away to improve everyday work and will be very valuable on long term success. The trainer's presentation was clear, effective and keep the attention high.

*Elisa Lafratta  
Red Hat*