

Webinar on

Maximizing Organizational Change: How To Manage Transitions, Dynamics And Benefits

Learning Objectives

- Learn about different “change styles”*
- Understand the difference between change and transition, and what that can mean in organizations*
- Review the five stages of organizational change*
- How to plan, communicate and get buy-in for Change as well as how to overcome resistance*
- How to understand how a change will Impact your company from a system’s perspective*
- How to assess whether a change has been effective*

In This webinar, participants will learn the typical dynamics of change and how to manage them effectively.

PRESENTED BY:

Claudette Rowley, Cultural Brilliance CEO, is a cultural design and change management consultant, trained and coached executive leaders and management teams at Fortune 1000 companies, small businesses, and start-ups to create a pro-active and innovative workplace culture that delivers outstanding results throughout all areas of an organization.

On-Demand Webinar

Duration : 60 Minutes

Price: \$200

Webinar Description

It's often cited that 70% of change or transformation initiatives fail (McKinsey, Kotter, Blanchard). Much of the research into these failures point a lack of planning, communication, and recognition of the impact on employees. William Bridges, author of Transitions and numerous other publications, notes that once leaders announce a change to their organization, they have already spent around six months pondering the change themselves. In other words, they've had time to acclimate to the idea of change.

Yet employees often have very little time to acclimate to changes and are expected to immediately begin implementing a new way of operating. Unfortunately, the human psyche doesn't usually shift that quickly. The expectation of rapid acclimation and implementation of change causes initiatives to founder decreases productivity and increases employee stress.



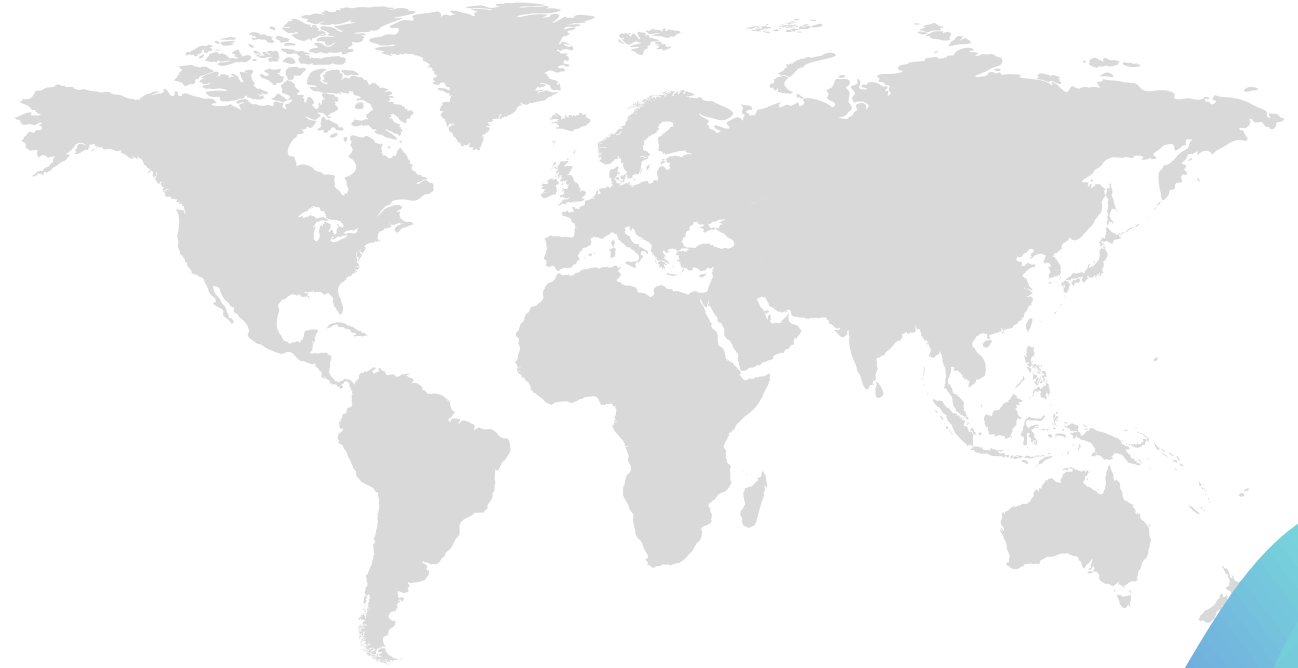
Whether a change is planned or results from external pressures, leaders can make the most of organizational change by planning, communicating more effectively and checking the mindset of those involved in the change. Often those implementing day to day change is far removed from organizational leaders. While leaders may have a mindset that supports the change, those implementing it may not have a commensurate mindset. During this webinar, participants will learn the typical dynamics of change and how to manage them effectively, how to help employees through transitions with more ease and less stress, and how to turn change into an event that, over time, benefits employees at all levels of the company.



Who Should Attend ?

Executive leaders

Senior managers

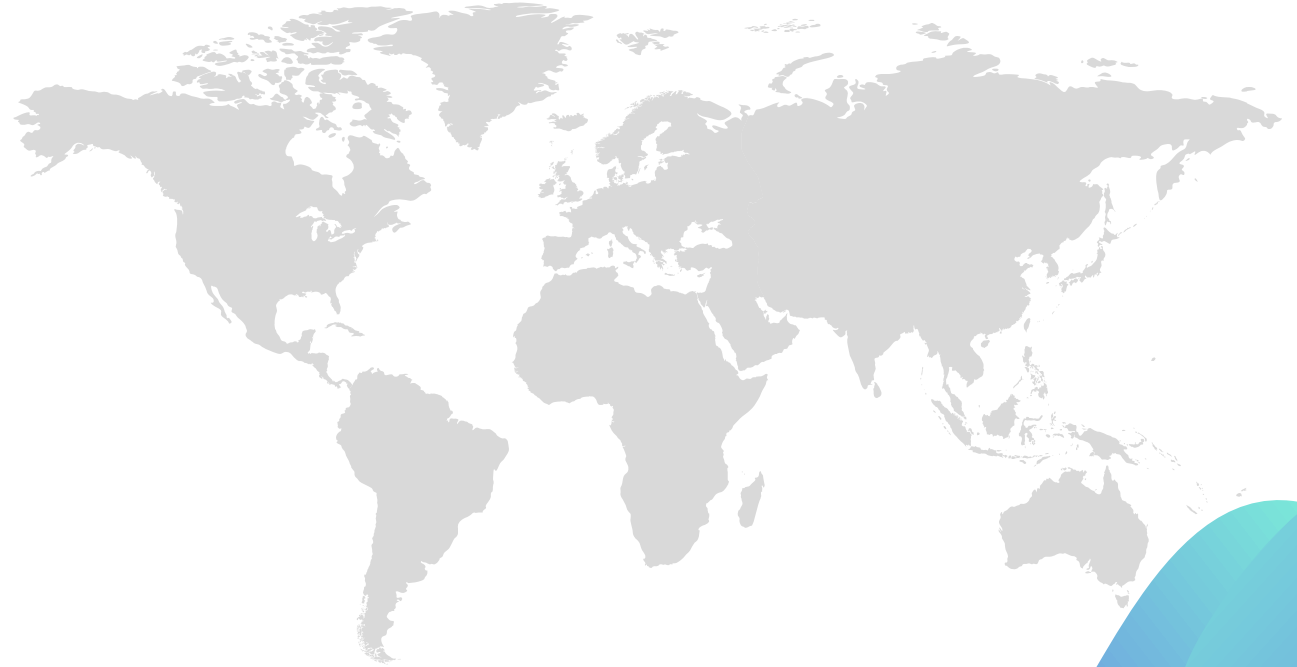


Why Should Attend ?

Are you planning an organization-wide change? Has a competitor's success forced your company to rebrand or reorganize? Has a key leader departed or planning to depart?

No matter the intention of a change, how that change is managed directly makes an impact on a company's bottom line. When change isn't handled skillfully, it wreaks financial and operational havoc, generates more stress, and drops productivity. But when change is managed with skill, planning, and care, it creates an opportunity for organizations to thrive.

When organizations begin to change, their patterns of operation are disrupted. During this disruption, an opportunity exists to plan, communicate and implement with intention and create an entity that functions more effectively. When this happens, change benefits everyone. When patterns of operation are allowed to reconfigure ineffectively, the change founders or fails.



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