

BUSINESS CHANGE MANAGEMENT

Transform with motivated people

Objectives

Implement a business strategy: from a specific today's situation to a targeted one

Concerned people

- Sales managers
- CEOs

Knowledge required

- Having a good perception of today's business situation
- Having determined the targeted business situation

Duration

1 or 2 days

Pedagogy & Practice

- Lecture
- Experience shared with participants

Application:
Business case or an experienced situation study from the participants

- Creation of practical tools
- Self-evaluation form

Know-How acquired

Success conditions for change programmes

How to integrate human dimension at the right time?
How to prepare evolution?
Control the change complexity

Understand the different steps of a change process

« I am scared », denial, refusal
« I understand and I wonder » – Balance and reconsideration
« I join » – New frontiers
« I reinvest » – Consolidation

5 golden rules for a successful change

Create change need
Define a vision and a project that will stir
Transform vision into measurable objectives on a short term period
Make your partners part of the change
Communicate, communicate, communicate...

Set up a personal action plan

Self-analysis and participants' diagnosis: strong/perfectible points
Improvement objectives