

# Transformational Change and Strategic Leadership

## Why Attend

- Companies and industries are experiencing radical change in how they operate and serve their customers. Many of them are undergoing transformational change, adopting new business models quite different from how they originally started. This is happening within a relatively short period of time, for if they don't evolve they face obsolescence and a quick market exit. This course prepares leaders and senior management to successfully deal with new business realities introduced by rapid, and in many cases turbulent, market shifts. It also avails to them the opportunity to explore new alternatives to their existing business models, and equip them with leading strategic and planning tools to prepare their organizations for the next transformational journey.

## Course Methodology

- From the outset, participants are requested to come prepared with transformational business challenges they are currently facing. Throughout the course they are guided through the course content and material, and coached on how to use relevant tools, business cases, and strategic models and concepts. Ultimately, they will produce a transformational business plan they can present, share and discuss with their teams upon their return, and prepare the grounds for the next steps in leading a transformational change within their organizations.

## Course Objectives

By the end of the course, participants will be able to:

- Build awareness and understanding about the significance of transformational change
- Select a team of key managers and opinion formers who will drive the desired change
- Generate acceptance across the organization towards the overall process of transformation
- Maintain strong and open channels of communication around the transformational journey
- Formulate and execute a strategic plan toward implementing transformational change

## Target Audience

- Leaders, heads of departments, managers, supervisors, project managers, change agents and sponsors and all those involved in driving transformational change

## Target Competencies

- Leading change
- Planning for change
- Communicating change
- Implementing change plans
- Managing conflicts
- Emotional intelligence
- Evaluating cost associated with change
- Leading and managing teams
- Creative thinking and problem solving
- Motivating employees

### Understanding transformational change

- Transformational change versus change management
- Prerequisites for transformational change – the Beckhard approach
- Approaches to transformational change
- Transforming through the different transitional phases
- Measuring the intensity and the need to transform

### Establishing the foundation for transformational change

- Characteristics and capabilities of transformational leaders
- Key factors in effective change management
- The battle between leadership and the status quo
- The psychological contract
- The emotional competence framework

### The transformational change model

- The model and the intended results
- The process behind the model
- The model and the desired leadership characteristics to succeed
- Creating the climate for transformational change
- Engaging and enabling the organization
- Implementing and sustaining
- Working through the resistance
- The ongoing process of transformational change
- Insights from transformational leaders

## Communicating transformational change

- The role of the leader
- Communicating with a purpose
- Analyzing and understanding the needs of the stakeholders
- The fundamentals of communicating transformational change
- Measuring the effectiveness of the communication plan
- The transformational change communication playbook

## Formulating and executing the transformational strategic plan

- What matters most when executing transformational strategic plans
- Fundamental traits of organizational effectiveness
- The building blocks of executing transformational strategic plans
- Decision rights
- Information
- Structure
- Motivators
- Mapping improvement to the building blocks
- Test driving the execution plan
- Delivering the results and measuring success
- Looking ahead

