

Change Management MasterClass



Who Should Attend?

- Internal auditors, management consultants and Human Resources (HR) professionals
- Aspiring and active change practitioners
- Project and operations leaders
- Senior leaders and strategic managers
- Individuals seeking career growth
- Organisational leaders that exert influence over people, processes, and systems
- All those experiencing or preparing for organisational, structural or technological change and looking to move beyond technical implementation to focus on engagement, culture, and sustaining change.

Course Overview

This programme develops human-centred change managers with the behaviours, skills, and structured frameworks needed to lead transformation effectively. Through a blend of personal development, communication mastery, stakeholder engagement, and practical implementation tools, participants learn to influence without authority, navigate emotional and cultural responses to change, and deliver sustainable improvements. Combining behavioural models with proven methodologies, such as Kotter, Lewin, McKinsey 7-S, ADKAR, SCARF, Edmondson and Bridges the course equips learners to plan, execute, and embed change across people, processes, and technology with clarity, confidence, and empathy.

Course Objectives

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

- Define key terminology, models, and frameworks related to strategic and tactical change management.
- Explain the impact of organizational change on people, processes, and systems, including the causes of inaction and interference.
- Demonstrate techniques to secure stakeholder buy-in and enhance engagement across different organisational levels.
- Utilise project management tools to plan, schedule, and execute a structured change initiative.
- Differentiate between various resistance behaviours and analyse their underlying causes to determine appropriate mitigation strategies.
- Appraise current organisational culture and processes to identify specific, high-impact opportunities for transformation.
- Formulate a communication and action plan to drive, embed, and sustain change within the organisation

Dates : 29 June- 3 July 2026

VENUE : Virtual

COST : USD595.00pp

Early Bird Booking price:USD499.00pp ends 10th June 2026

REGISTER NOW

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Attendance by two or more representatives of your organization will foster teamwork and enhance the program's impact

Course Agenda

Module 1 - Becoming a Change Manager

Day One

The Core of the Change Manager: Personal Attributes and Behaviours

1. Defining the Change Manager

- What is a change Manager?
- Characteristics of successful change Manager
- Developing core competencies

2. Lead by Influence, Not Authority

- Types of leadership
- Developing influence
- Managing up
- The 5 C s of leadership

3. Communication Skills

- Essential verbal and written communication skills
- Creating the narrative
- Understanding and adjusting to the corporate culture

4. Reactions to Change

- Common reaction stages
- Responses: Acceptance, indifference, and resistance
- Reasons for lack of support
- Unintended consequences

Day Two

The Mechanics of Implementation

5. Key Elements

- Purpose: The vision and rationale
- Stakeholder management
- Communication: Transparency and consistency
- Employee engagement and buy-in
- Keeping people, process and technology alignment
- Managing resistance Training

6. Project Management for Change

- Types of change and risk mitigation
- Readiness assessments and contingency planning
- Keeping it human
- Structured frameworks

7. Looking Ahead

- Developing change managers
- Data quality, analytics, and AI
- The purpose of change: Manufacture sustainable excellence

Module 2 - Structured Frameworks Kotter s 8-Step Change Model

Day Three

1. Understanding the Need for Change

- Defining the problem
- Data-driven diagnosis
- Communicating urgency and vision

2. Building a Guiding Coalition

- Assembling a team and empowering action
- Gaining support for the mandate
- Building commitment and trust
- Defining roles, responsibilities and accountability
- Steering committees and board interaction

3. Creating the Vision

- A phased approach
- Training
- Aligning systems, processes, and people

4. Communicating the Vision

- Using communication channels effectively
- Managing milestones and progress
- Data-driven decision making
- Fundamentals of project management

5. Empowering Action

- Identifying and addressing barriers
- Resistance as data
- Influencers: Supporters and skeptics
- Delegation and encouraging risk-taking

6. Generating Short-Term Wins

- Publicity and celebrating quick wins
- Incentives and discipline
- Capturing and benefiting from lessons learned
- Maintaining momentum

7. Building on the Change

- Sustainability: Avoiding premature declarations of victory
- PDCA and Agile: Continuous iteration

8. Make it Stick

- Sustainability: Avoiding premature declarations of victory
- PDCA and Agile: Continuous iteration

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Module 3 - Structured Frameworks Lewin's, McKinsey, ADKAR, Kbler-Ross

Day Four

1. Lewin's Change Management Model

- Unfreeze: Recognize the need for change and prepare the organization
- Change: Implement the change initiative
- Refreeze: Solidify the changes in the organization's culture and practices
- Improving adaptability, reinforcing new norms, and stabilizing change

2. McKinsey 7-S Framework

- Strategy: Understand the organization's mission and competitive plan
- Structure: The organization's structure and setup
- Systems: Operations and technology
- Shared Values: Core values
- Skills: Employee abilities
- Style: Leadership approach
- Staff: Employee capabilities

3. Prosci's ADKAR

- Awareness: The reason and need for change
- Desire: Promoting participation and support for the change
- Knowledge: Information and training on how to produce and navigate change
- Ability: Implement required skills and behaviours to move from theory to action
- Reinforcement: Sustain the change over the long term and avoid reverting to previous methods

4. Kbler-Ross Change Curve

- Emotional responses during uncertainty
- Addressing shock, denial, frustration, and acceptance
- Personal and workplace reactions to change

Day Five

1. SCARF

- Addressing status, certainty, autonomy, relatedness, and fairness
- The role of emotional rewards and threats
- Individual and collective action plans

2. Edmonson

- Enabling learning, adaptability and voice through psychological safety
- Addressing fear to enable positive feedback and innovation
- Improving trust and openness
- Leadership and how to avoid silencing others

3. Bridges' Transition Model

- New beginnings: Letting go and embracing the new
- Leadership behaviors to facilitate the transition
- Endings, Neutral Zone, New Beginnings

4. Negotiations During Transition

- Engaging in purposeful and constructive dialogue
- Navigating tension, conflict, resistance and competing priorities
- Protecting and promoting trust
- Structured techniques
- Principled Negotiation: Separating problems from people and positions from interests
- Five Negotiation Styles -collaborating, competing, compromising, accommodating, avoiding
- Integrative Negotiation: Win-Win

5. Summary

- Review and reflection
- Key lessons learned
- Action plan and next steps

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