

Strategic value of change management master class

Duration

1 to 3 hours – longer sessions allow for more activities, shorter sessions can be added to existing meeting agendas

Purpose

The objective of this session is to enable senior leaders to reflect on the value of building an internal capability for change and learn how other organisations are approaching this.

Contents

The content below is fully tailorable to your needs, these headings give an indication of the key points for discussion and will include activities and opportunities for group collaboration in longer sessions.

1. **Strategic Value of Change Management:**

- Change management needs to demonstrate its strategic value.
- Effective communication of this value is crucial for gaining support from senior leadership.

2. **Challenges in Change Management:**

- High volume and speed of change initiatives leading to change fatigue.
- Importance of managing interdependencies, duplications, and ensuring sufficient time to embed changes.

3. **Global Trends and CEO Insights:**

- Increasing tempo of transformational change and the need for workforce reskilling due to AI and other technological advancements.
- Recognition of the significant increase in change initiatives and their impact on staff.

4. **Measuring Success in Change Management:**

- Shift focus from merely delivering business case value to achieving increased productivity, customer, and staff satisfaction.
- Importance of measuring the positive outcomes and benefits of change, not just completion on time and budget.

5. **Involvement and Resources:**

- Need to widen the involvement in change initiatives beyond a small group of specialists.
- Avoid over-relying on the same experienced individuals to prevent burnout and spread thin resources.



6. **Creating a Transforming Organization:**

- Emphasis on organizational agility and a culture of innovation.
- Continuously evolving enterprise-wide change as a core capability.

7. **Impact and Results:**

- Linking change management efforts to competitive advantage, new markets, and both financial and societal results.
- Importance of demonstrating the impact on strategic objectives to gain leadership buy-in.

8. **Capabilities for Change:**

- Necessity for robust life cycle models and methodologies for managing change.
- Focusing on developing both the skills and confidence of people to handle rapid, frequent changes.

9. **Positive Experience of Change:**

- Ensuring a positive experience during change initiatives to build optimism, skills, and confidence.
- Highlighting the importance of psychological safety and a growth mindset for successful change adoption.

10. **Avoiding Negative Outcomes:**

- Poor experiences can lead to cynicism, distrust, and resistance in future changes.
- Importance of creating economies of scale in change by fostering a positive environment and momentum for continuous improvement.

11. **Accelerating Progress:**

- Need for individual and team confidence and progress to achieve a transforming organization.
- Fostering a culture where change is continuous and supported at all levels of the organization.

12. **Next Steps:**

- Agreeing activities and resources needed for building an internal change capability
- Developing an action plan and timeframe for achieving this

To discuss your requirements and book this session, please contact melanie@capabilityforchange.com