# Agile Change Coach Course Description

How will this course develop my career?

Achieving behavioural change is a critical success factor for any change initiative. New ways of thinking and doing the work are key to accomplishing the objectives and realising the benefits. Behaviour change is complex, because it is re-wiring the brain to respond differently to existing stimuli, and that this re-wiring is a personal choice by all those impacted by change.

The skills needed for behavioural change are becoming are defining personal leadership characteristic. Being able to seamlessly and continuously accept change personally and to lead others to adopt new ways of working generates significant financial, efficiency and effectiveness benefits.

What does the course include?
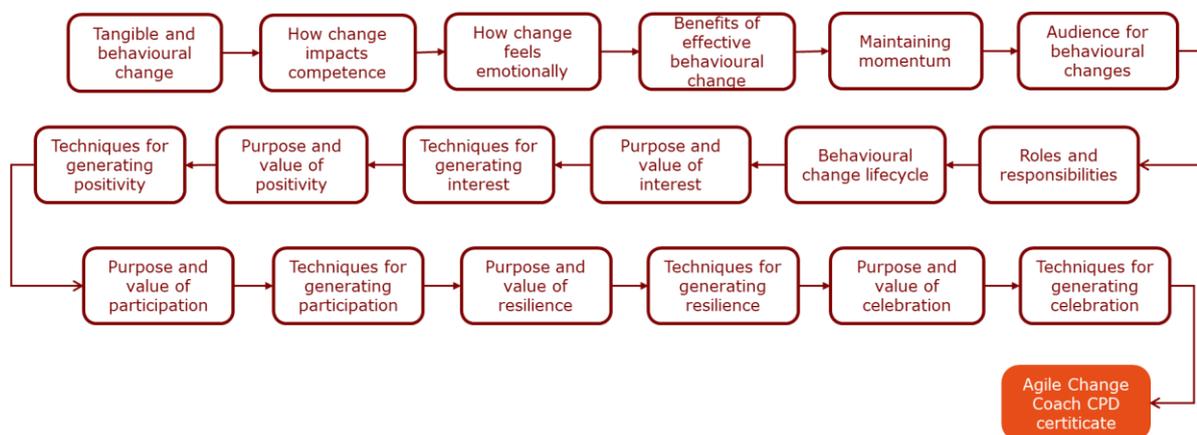
This course contains lots of techniques, practical guidance, short-cuts, checklists, time management tools and skills for influencing, motivating and persuading yourself and others from an initial idea to the creation of a new way of working.

What will I learn?

The purpose of this course is for you to develop your ability to lead yourself and others through a change at work. You will learn the factors that help to shift someone's thinking from how they currently behave to a new set of habits, using the 5 phases of the behavioural change lifecycle model. To support each stage of this lifecycle, you will practice easy to understand and easy to apply neuroscientific short cuts for establishing new ways of behaving:
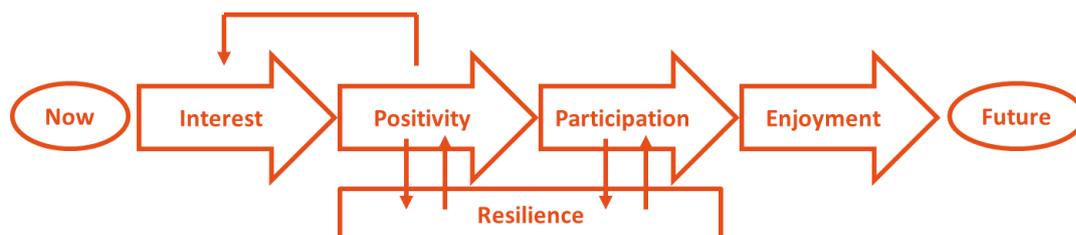
1. Interest - help people move from initial awareness that a change is going to take place, through to feeling it is something they need to take notice of, because it is relevant to their role.
2. Positivity - create a positive view of the change. This positive view recognises the advantages of the change personally, and for the organisation.
3. Participation - build upon the positivity created in the earlier objective, by offering those impacted opportunities to create define, plan, create and test the new ways of working.
4. Resilience - help people keep going when they are feeling overwhelmed, developing their emotional resilience for change.
5. Enjoyment - reinforce the benefits of the change by identifying what has improved, what is now possible that was not before, and what problems have been eradicated by the new ways of working.

For each of these stages in the behavioural change lifecycle, you will learn techniques for reframing the change from positive to negative. You will learn empathy through practical activities for seeing the change from the perspective of others and their priorities. You will use this knowledge to help shape how and what tasks you request of others to enable the change to become a reality.

How long is the course?

The course is delivered over two consecutive days.

Who is the course suitable for?

This course is relevant for anyone who is taking part in change at work. Change means we have to stop our current routines, habits and behaviours and adopt new ones. This can be difficult and stressful. We are comfortable with how things have always been done, and even if we moan about things sometimes, when we are asked to give them up, we feel a sense of loss.

This course teaches you practical techniques, grounded in psychology and neuroscience, to help build your resilience for coping with change. You will learn things that support you at work but also support you in your home life.

Many people who have attended this course have shared the techniques they learnt with friends and family because they find them so helpful, and we all benefit from a less stressful life.

How will I learn this?

The course includes break out rooms where you work in pairs and small groups. You will take part in group debates and you will practice the techniques that I demonstrate to you. We will share our experiences of using the techniques and I will provide examples of how organisations are using them and the benefits that they are getting from their use. I will walk you through slide presentations, show you relevant video content and ideas from others who have previously attended the course.

How is the course delivered?

The course is delivered via an interactive workshop format, using Zoom. You do not need to download any software, just accept the calendar event that I send to you.

Who will I learn it with?

I have an extensive global network which ensures that all my open courses include those ranging from a wealth of experience (who want to get the certification) and those just getting started (who want to learn the basics. This ensures we have a diversity of ideas, perspectives and experiences which deepen your learning and give you a chance to build your network of fellow professionals.

What is the course based on?

The basis of the course is the 2nd edition of the Agile Change Management book, which I wrote to provide easy to understand techniques for making change happen. In the 2nd edition, the publishers commissioned me to write new material that enable us to adopt new ways of working, and respond to the pressure of the multiple, simultaneous changes that are taking place at work. The book is published by Kogan Page and sells all over the world.

What will I take away from the course?

You will be empowered to manage yourself and others through change. When the going gets tough, you will have a toolkit of ideas, tips, techniques and practical exercises that you can use to reset your emotions and feel more positive about change.

Each technique will be described in simple steps, with accompanying guidance so you can continue to practice them after the course, and demonstrate how to use them to colleagues and friends.

What are people saying about the course?

The feedback from all those that have taken the course is that they gain skills in practical techniques as well as understanding how Agile approaches impact change and why Agile approaches fit with our world of constant, continuous change. There are lots of comments about this on Trustpilot so you can have a look at these here
https://www.trustpilot.com/review/www.agilechangemanagement.co.uk

How much will it cost?

The course costs £755 plus taxes. This cost covers everything you need to take part in the course, including the 2nd edition of the Agile Change Management textbook and the toolkit of materials used on the course.

Where can I book?

Visit our website https://agilechangemanagement.co.uk/courses/