



## Change Management Practitioner Course Description

### How will this course develop my career?

The change management profession is a sought-after management discipline that continues to experience exponential growth. For example, there has been an eight-fold increase in the number of change jobs being advertised in the UK between 2019 and 2021.

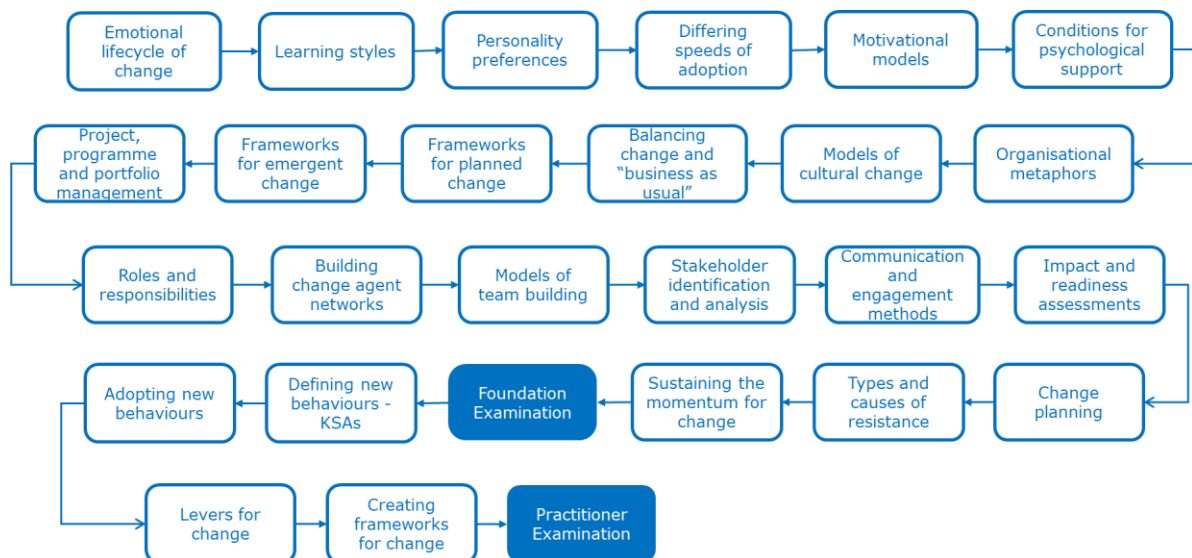
BUT...to be included in this growth, we must show that we have mastered the basics and that we have knowledge and expertise in organisational change management that others do not have. Gaining this globally recognised qualification is a mark of excellence.

### What does the course include?

The emphasis of the course is on using theories and models of change to achieve cultural change within an organisation. The course takes the perspective that there is no one single way to achieve this, so it is important to learn from a variety of experts.

For each element of the course, different techniques, models, and ideas are provided. In my training of this course, it is one of the things I value the most, as it gives everyone a chance to connect with the material. If one approach doesn't fit with your circumstances and type of change, there are others to select.

### What will I learn?



The course begins with an understanding of how individuals react to change, and how to achieve behavioural change at this individual level. This is followed by work on defining the desired culture of the organisation, and how to lead cultural change initiatives.

The course syllabus includes a host of well-known theories and models, some of which you will recognise and some that will be new to you. All of them will be explained through the lens of organisational change. I make sure that everything I teach on the course is enhanced with up-to-date content drawn from the worlds of neuroscience, positive psychology, and behavioural economics. As

the author of eight textbooks on project, programme, and change management, I have an extensive knowledge of organisational change and transformation, which enables me to include this additional insight. I partner this with practical activities, so that course participants understand how to use what they are learning to achieve their objectives on their own change initiatives.

The course includes the identification, analysis and engagement of stakeholders and how change must be evaluated from the perspective of each stakeholder group. This includes impact assessment, readiness assessment and planning techniques.

### **Who is the course suitable for?**

This course is relevant for anyone who is taking part in change at work. The course is effective because it allows people with different levels of experience and responsibility for change to develop at their own pace.

For example, someone who is new to change will benefit from learning the material for the first time. This builds confidence and credibility and gives those new to the subject the chance to start in the right way from the beginning of their careers in change management. Those who are already experienced in organisational change and transformation will learn the same material, but will be able to compare the theory with their real-life experience. Whether you are new to the subject or very experienced, we have all been affected by change, so there is a common experience across the courses, which is “oh, that is why that worked/didn’t work!” as people compare what happened to them against the best practice theories and models within the course.

### **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.

### **How long is the course?**

The course is delivered as instructor led training over 4.5 days, usually from Monday to Friday, with the Foundation examination taken at the end of Wednesday and the Friday morning dedicated to the Practitioner examination.

### **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 qualification will I gain?**

You will gain two qualifications. During the first part of the course, you will study for the Foundation level qualification, which establishes that you have mastered the knowledge of the theories and models. You will then study for the Practitioner qualification which demonstrates that you can apply your knowledge to different change management situations. The Practitioner level qualification is highly regarded because it demonstrates a comprehensive knowledge of change management and how it applies to different change management situations.

### **How is the course structured?**

The learning outcomes from the Foundation level training course are:

- Fundamental understanding of how individuals react to change, and an appreciation of the strategies for supporting individuals so that they can lead themselves and their colleagues through culture change.
- Appreciation of the different models and techniques that can be used to define, plan and implement a cultural change programme.
- An understanding of a range of communication methods and approaches for creating awareness, participation and adoption of culture change.

The Foundation element of the course concludes with a short multiple-choice style examination, taken at the end of the training. Candidates must pass this before commencing the practitioner element of the course.

The learning outcomes from the Practitioner level training course are:

- Understanding of how the models and theories from the Foundation level training can be inter-woven to achieve successful change.
- Activities to help individuals identify what changes in behaviour they need to adopt to achieve the required culture change.
- Ideas for how to measure the likely success of the change initiative, via the level of awareness, participation, and adoption of new behaviours.

The Practitioner element of the course concludes with a four-part examination, testing knowledge of the whole syllabus using a variety of question types so that candidates can demonstrate their understanding and their ability to apply what they have learnt to a range of change management situations.

### **Who wrote the course?**

APMG International are the examining body that own and manage the qualification. To develop such a comprehensive programme of knowledge required a “brains trust” of highly experienced change professionals and I am proud to be part of that team, along with colleagues from all over the world.

### **What is the course based on?**

The basis of the course is the Effective Change Managers Handbook which is sent to you as soon as you book your place on the course, along with a guide to the key pages to read ahead of the training.

### **What will I take away from the course?**

At the end of your course, you will be sent an email containing additional material for you to use in applying what you have learnt. These materials form a toolkit of checklists, questionnaires, articles, videos, and templates so you can get started the moment you finish your course.

### **What are people saying about the course?**

The feedback from all those that have taken the course is how much they appreciate my extensive, up to date knowledge of change management. I train alongside my extensive range of consulting work so I can always find relevant examples to illustrate the course material. People who take the course with me also appreciate my enthusiasm for the subject. I love my work, I find change management and business transformation exciting and stimulating, and this energy communicates itself to all who attend my training courses. For more reviews, have a look at

<https://www.trustpilot.com/review/www.agilechangemanagement.co.uk>

### **How much will it cost?**

The course costs £1450 plus taxes. This cost covers everything you need to study and pass the examination and it includes the two examination fees. You will be sent pre-course reading, the Effective Change Managers textbook that the course is based upon (hard copy or e-book), slides and other course materials plus the follow up online toolkit.

### **Where can I book?**

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