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Course Name

Change Management-PROSCI

Sector Name

Digital Transformation and Innovation

Document Type

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Change Management-PROSCI

Course Introduction

This 3-day training course is designed to equip professionals with a comprehensive understanding of change management principles and practical tools based on the globally recognized PROSCI methodology.

The program focuses on the ADKAR model to help individuals and organizations manage change more effectively, mitigate resistance, and improve adoption rates. Through hands-on activities, case studies, and simulations, participants will learn how to lead successful change initiatives that deliver sustainable outcomes.

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Target Audience

✓ **Change Management Professionals**: Individuals specifically working in change management roles who want to deepen their expertise in PROSCI methodologies and tools for leading change initiatives.

✓ **Project Managers**: Professionals who manage projects and need to understand how to integrate change management processes to ensure successful project adoption and implementation.

✓ **HR Professionals and Organizational Development Experts**: HR leaders, trainers, and organizational development specialists responsible for facilitating change and ensuring employee engagement during transitions.

✓ **Senior Leaders and Executives**: High-level leaders who oversee large-scale change initiatives, strategic transformation, and need to guide their organizations through change in a structured manner.

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Learning Objectives

- ✓ Understand the importance of change management in achieving business outcomes.
- ✓ Apply the PROSCI ADKAR® Model to drive individual and organizational change.
- ✓ Identify roles and responsibilities of change leaders, sponsors, and practitioners.
- ✓ Assess and manage resistance to change.
- ✓ Develop communication and engagement strategies to support transitions.
- ✓ Create actionable change management plans including sponsorship, coaching, training, and resistance management.
- ✓ Measure and sustain change adoption and success.

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Course Outline

✓ Day 01

Foundations of Change and the PROSCI Framework

- ✓ Understanding change and its impact on performance and results
- ✓ The human side of change: Why people resist or embrace change
- ✓ Introduction to the PROSCI Methodology and 3-phase process
- ✓ Deep dive into the ADKAR Model: Awareness, Desire, Knowledge, Ability, Reinforcement
- ✓ How to apply the ADKAR model to individual transitions
- ✓ Case Study: ADKAR applied in real organizational change
- ✓ Activity: Identify gaps in ADKAR for a current or past change initiative

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Course Outline

✓ Day 02

Organizational Change Planning and Stakeholder Engagement

- ✓ Mapping change impacts across the organization
- ✓ Identifying and analyzing stakeholders and change agents
- ✓ The role of executive sponsors and their importance
- ✓ Communication strategies aligned with ADKAR stages
- ✓ Coaching managers to lead through change
- ✓ Building training plans and resistance management plans
- ✓ Activity: Drafting a communication and sponsorship roadmap

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Course Outline

✓ Day 03

Execution, Reinforcement, and Sustainability of Change

- ✓ Executing the change management strategy in real-time
- ✓ Monitoring adoption and identifying resistance early
- ✓ Measuring success: Defining KPIs for change adoption
- ✓ Sustaining change: Reinforcement mechanisms and feedback loops
- ✓ Embedding change management as a capability in the organization
- ✓ Capstone simulation: Apply ADKAR to a change scenario from your context
- ✓ Final presentations and action planning for post-course implementation

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
March 15, 2027	March 17, 2027	3 days	3250.00 $	UAE , Dubai
May 2, 2027	May 4, 2027	3 days	3250.00 $	KSA , Riyadh
Aug. 23, 2027	Aug. 25, 2027	3 days	3950.00 $	Netherlands , Amsterdam
Oct. 11, 2027	Oct. 13, 2027	3 days	1550.00 $	Virtual , Online
Aug. 8, 2027	Aug. 10, 2027	3 days	3250.00 $	KSA , Riyadh

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