

Pedagogia Programme Specification

The Manager as a Change Agent



The Problem: Managers have historically been tasked and paid to execute assigned orders and tasks, but this paradigm increasingly looks outdated as managers grapple with the increasingly rapid changes, complexity and competition which can change or even overturn whole products and industries, sometimes in a frighteningly short period of time. What was previously often considered the speed of evolution is increasingly revolution, and speed itself takes on new dimensions as the notion of velocity in markets takes over.

In this new world, there is less time to react and less forgiveness for companies or individuals who are complacent and don't react fast enough. Today even middle managers increasingly find themselves having to develop strategic responses to change and initiate change management actions themselves. So today the new thinking is "as a manager are you are challenging the status quo and constantly inventing new ways of working and thinking?" Change is constant and constant change is the new reality. Managers must learn to love change and even embrace it and master it. Managers and companies that can succeed in doing this will find they have competitive advantage. Managers therefore have to initiate and lead change and become Change Agents, not just implement change demanded by their superiors.

The Solution: The "Manager as a Change Agent" workshop challenges managers to become demanders and leaders of change, instigating and implementing successful change in their organisations. In practice, change is exceedingly difficult to initiate and execute, and the huge majority of change programmes fail, typically in the early stages. The workshop uses an internationally renowned 8 Step process for initiating and executing change which increases the likelihood of success. The workshop also explores cultural issues and blockages and explores managers own change readiness - their resistance to or acceptance of change.

This workshop is a 1 or 2 day programme that can be delivered as a stand-alone module or is ideal for inclusion as a session in a larger management development programme.

Benefits: The programme delivers clear **benefits to the participants** because it equips them with a new way of thinking and a readiness to embrace change. It delivers them with a proven process to ensure a high success rate of implementing change. The programme has several **benefits for the company / employer**, because it enables and empowers middle and senior managers to take the initiative, and use ability to change as a powerful competitive weapon.

Typical learning outcomes:

- Understand why Change Management is necessary and how to contribute to it or lead it
- Explore the theory and practice of Change Management in a complex environment, and be equipped with change management processes and steps
- Understand of the challenges and difficulties of running Change Management programmes
- Find out how to build a culture of change in your organisation
- Learn how to overcome resistance to change together with what is required to make Change Management programmes succeed
- Discover what makes a successful Change Management programme, developed by looking at practical examples of successes and failures in other companies
- Find out how to build a culture of change in your organisation
- Explore and evaluate your own 'change readiness' - your resistance to or acceptance of change

Target audience:

- Middle or senior Managers who want to initiate and lead change in their organisations

For more information about how we can help your managers become change agents contact:

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or for more information visit our website at:

<http://www.marketing-generics.com/pedagogia/>