



**Schulich**  
School of Business  
Executive Education Centre

Register for  
an Upcoming  
Session:

September 24 - 28, 2018

February 11 - 15, 2019

# Executive Program in Leading Sustainable Strategic Change

*Impact the bottom line in your organization by increasing your capacity to effectively lead and manage new strategies.*

## Our Participants Say it Best:

*"This course will get you moving to being a champion of change. If you are already a champion the course will enhance your skills and offer a tested means to drive change through your organization."*

**A.D. Jess, Director,**  
ConMed Linvatec  
Canada

*"In an ever changing retail landscape, this course provides tools from a leadership, change management and project management standpoint, equipping participants to lead the challenges ahead."*

**H. R. Chaudhry,**  
Manager, Retail  
Development,  
Staples Canada

*"Exceptional valuable knowledge on leading strategic change with practical experience to apply the theory. The simulation team exercise was very useful."*

**S.A. Shao, Business  
Excellence Consultant,**  
Apotex Inc.

## SEEC Moments of Insight include:

Personal and organizational leadership styles intersect to influence orientation to change.

Mapping a vision of the future state and clearly articulating its value is critical to success.

Identifying and aligning key stakeholders will define change conditions and strategies.



35 PDU\*



35 CPD

Register Today / Complete Details

<http://seec.online/11845>



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# Executive Program in Leading Sustainable Strategic Change

## Become a leader of successful organizational change

The frequency of change requires leaders to shift from thinking of change as an exception, to leading change as an ongoing part of an organization's landscape.

**More than ever, the ability for you to lead strategic change projects is a management imperative for career success.** But, leading change cannot not be effectively done without proper training – 80% of change initiatives fail to meet goals! This program teaches leaders how to overcome the challenges of change – building your capacity to engage and lead sustainable strategic change on an everyday basis. Through the week you will have the opportunity to assess, plan, and measure success through our popular computer simulation. The skills you will gain can be used throughout your career as new projects emerge.

Learn to  
lead from  
anywhere in the  
organization!

## Who Should Attend

The Leading Sustainable Strategic Change curriculum will benefit any manager or executive tasked with leading strategic change initiatives:

- Business directors and vice-presidents
- Public sector directors and program managers
- Human resources managers
- Division managers & General Managers
- Project managers, team leaders and supervisors
- Operations managers
- Corporate development and training managers

## What You Will Learn

1. Fostering sustainable change capacity within your organization
2. Developing and communicating a compelling vision and strategy
3. Engaging appropriate leadership styles
4. Aligning people, processes and structures with organizational strategy
5. Building commitment and consensus in spite of resistance
6. Balancing planning with execution
7. Inspiring and motivating others to take strategic and informed action

## During the Program Participants Will

- Create an integrated action plan for leading and managing the change and its transition
- Experience a change project end-to-end with our GlobalTech Computer Simulation.
- Create a Personal Brand statement that reflects your commitment to your organization & its change
- Develop their capacity to successfully lead all types of change, including:
  - New market developments
  - Business restructuring
  - Leadership changes
  - Competitive, technological and marketplace change
  - Mergers, acquisitions and alliances
  - Outsourcing projects
  - Business life cycle changes
  - New strategic plans
  - Major department changes



*Become a successful leader of organizational change.*

# Overview of Program Content Modules

**Includes Pre-Work Package & In-Class Learning Tools:** Program participants will be provided with tools and frameworks that can be immediately applied in your own organizational context both during and after the program. These include: Strategic Visioning Tools, Process Planning Tools and Techniques, and Leadership Action Plans.

## Day 1: Exploring The Nature Of Leading Successful Change Initiatives

**Successful change requires leadership** – the capacity in the organization for someone to step forward, articulate their vision of the future and move toward that future. This module will build your leadership capacity to lead new business initiatives.

- Effective change approaches
- Explore models of leadership and your organization's style of leadership
- Explore your leadership story and develop your capacity to lead
- Develop your leadership brand and your orientation toward change.

## Day 2: Developing Your Capacity for Change

**Change initiatives require leaders who create compelling visions for the future.**

This session explores tools and techniques for presenting your plan and engaging your team to commit to action.

- Building the business case for change
- Defining the value proposition of your change
- Understanding the nature of change and its 3 key challenges
- Framing the scope of change and creating a compelling vision
- Challenging the status quo: framing and reframing and strategic analysis

## Day 3: Managing The Transition

**Successful change leadership enables others to act.** This session helps you evaluate change alternatives, assign key stakeholder roles and manage resistance.

- Uncovering Obstacles and Developing Strategies to Address Them
- Evaluating your change alternatives
- Identifying and aligning key stakeholders
- Identifying critical roles to support successful change
- Managing resistance and risk
- Stakeholder analysis and framing

## Day 4: The Computer Simulation – GlobalTech

As a powerful applied learning tool, this course will employ a **computer simulation which provides a hands-on experience with the change process.** Participants will work in groups to diagnose; design; implement; and measure a change initiative.

- Try out your newly acquired tools and techniques; receive feedback on your plan
- See a change from start to finish
- Experience leading a strategic change initiative with a workforce that does not share the sense of urgency or vision
- Establish budget and buy-in requirement that measures success in real-time

## Day 5: Integrating, Engaging and Moving Forward

The course wrap-up lets you **establish next steps such as identifying critical success factors** for leading and managing sustainable change within your organizational structure.

- Leading, managing, transitioning – the critical elements of sustainable change
- Ensuring alignment among the people, processes and purpose
- Developing your personal leadership development plan
- Developing your organizational change plan
- Maintaining and fostering sustainability
- Agile and organizational change

For detailed program content and additional participant testimonials please visit us online at:



<http://sec.online/11845>

## Key Learning Feature

A chief learning tool will be the **GlobalTech Experience Change Computer Simulation.** Participants will be introduced in their pre-work to a company that requires a major strategic change.

- Try your hand and apply your learning.
- Work with your team to plan and execute a strategic change and measure your effectiveness.

## Instructor Profile

**Ori Schibi, MBA, PMP, PMI-PBA, Cert.APM, SMC, PMI-ACP**

Ori, an author of three books, speaker and thought-leader, is the owner of PM Konnectors – a consulting and training practice. With over 25 years experience in driving organizational change, operational improvements, project efficiencies and recoveries, Ori brings first-hand expertise at leading strategic change.



*Learning shouldn't stop at the end of your formal education in high school or university.*

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

The Schulich Executive Education Centre is a strategic business unit of the Schulich School of Business at York University in Toronto. Our role within the school is to provide lifelong learning for the development of professionals and executives long after their full-time education has been completed and they are in the work force.

**All SEEC Programs Feature:**

**Just-in-Time Learning for Immediate Application**

Executive and Professional Development at Schulich is focused, practical and immediately applicable to the skills you need and the task at hand. Select from a wide variety of relevant management topics at SEEC today, and use the new skills and techniques you learn at the office tomorrow.

**Advanced Curriculum Structure**

Our programs combine a variety of modalities to ensure optimal program effectiveness, relevance and retention for adult learners. They include mini-cases, break-out sessions, simulations, role playing and other interactive events to reinforce the concepts being taught.

**Outstanding Faculty**

Our accomplished faculty is drawn exclusively from both practitioners and academia, and each is an acknowledged leader and innovator in their field. Their professional activities, research and work experience allow them to bring a wealth of insight and cutting-edge knowledge to the program.

**Risk Free Learning**

SEEC Open Enrolment programs come backed with a 100% satisfaction guarantee.



**A Lasting Memento**

Participants receive a handsomely framed Certificate of Course Completion.



**Upcoming Sessions & Locations**

**September 24 - 28, 2018**  
**February 11 - 15, 2019**

Schulich Executive Learning Centre  
York University, 4700 Keele Street, Toronto  
Tel: 416.736.5079

Programs run 9:00 a.m. - 4:30 p.m. each day.

**Program Tuition & Registration Details**

**Program Tuition:** \$4,150 + applicable taxes. This includes instruction, all seminar materials, lunches, refreshments, but not hotel accommodations.

**Special Team Savings:** Save \$150 each when two or more team members from the same organization register for this program at the same time.

**Please Note:** Fees, dates, speakers and applicable taxes are subject to change. SEEC's liability is limited to reimbursement of paid tuition fees. One free transfer is permitted, provided written notice is received at least 15 days in advance of the seminar start date. Late transfer requests, less than 15 days in advance of the start date, will incur a \$100 fee. Additional transfers are \$200 each. Cancellations received in writing at least 15 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 15 days prior to the seminar will be subject to a \$500 administration fee. Participants must attend all program days and fulfill all program requirements in order to receive a certificate. HST# R119306736.

**Optional Accommodation**

To enhance your learning experience, participants receive a special corporate rate at the The Schulich Executive Learning Centre Hotel (for programs held at the Schulich Executive Learning Centre), and the Fairmont Royal York Hotel (for programs held at The Nadal Management Centre). For details please visit the **Contact and Locations** section of our website.

**Contact Us**

For program content and administrative inquiries, please call us at 416.736.5079 (1.800.667.9380 toll free), or email us at [execedinfo@schulich.yorku.ca](mailto:execedinfo@schulich.yorku.ca).

