



Schulich
School of Business
Executive Education Centre



Online
Virtual
Classroom

**Register for
an Upcoming
Session:**

Managing Change, Conflict & Communications

Acquire the knowledge, skills and confidence to play an instrumental role in leading change.

Check website for dates
(9:00 a.m. - 4:00 p.m.)

Featuring the new, secure
ZOOM video-conferencing
platform. You'll benefit
from:

- Multi-modal delivery of materials
- Engaging activities and interactive exchanges
- Breakout discussions with the instructors and your fellow participants

Our Participants Say it Best:

"Great course that focuses on the inter-linkages between change and conflict, with varied communication styles to manage accordingly."

Carlos Rodrigues,
Director,
Government of Canada/
ESDC

"This program provided very practical information and tools to allow me to be a stronger communicator with both my team and upper management. I look forward to putting into practice some of the ideas imported in this course."

Tracy Miller,
National Sales
Manager,
Spafax

Unique Program Benefits Include:

Practical, impactful and actionable insights ready for immediate use in your workplace.

Skills for powerful and compelling communication that will affect your success.

Strengthened capabilities in effectively managing conflict that can derail your change efforts.



21 PDU*



21 CPD

Register Today / Complete Details

<https://seec.online/13166>



Schulich
School of Business
Executive Education Centre



Change is unavoidable.

To successfully compete in today's dynamic and competitive environment, change is necessary. Whether you are a large multinational company, a smaller privately held firm, or you operate in the public or not-for-profit sector, you cannot afford to sit idly by. Driven by the need to improve the way your organization works, at the heart of every change lies either people, process or technology. Learn the essentials of a successful change management program so that you can make an immediate and valuable contribution!

While some organizations are adept at planning the tactical components of change, many struggle with how to develop a **holistic, integrated approach to change focused on the critical successful factor in any change effort – large or small – people. Engaging the stakeholders most affected by a change is crucial, but how do you achieve this?** This program will give you the critical knowledge, strategies, insights and tools to lead or participate in an effective change management program, while focusing on two key challenges of most change efforts: conflict and communication. Using an interactive and engaging model of case studies, videos, lectures, and small group interactions, participants will be exposed to a broad perspective of how change management works, and leave confident and ready to immediately apply the practical, impactful and actionable learnings in their own workplace.

Top Take-Aways

1. How an improved understanding of the stages of change is **critical for success**
2. Why **clarity and alignment** of the future state is fundamental to successful change management programs
3. How understanding your **organizational culture and stakeholder mapping** is linked to higher change success rates
4. How the **type of change impacts** the scope of programs and why that's a game changer
5. What your **personal change-leadership style** is and why it's important to a program's success
6. Why **change resistance happens**, how it can derail your efforts, and strategies to overcome it
7. How to **communicate with impact** to influence stakeholders, change behaviour and cultivate support for change

Who Should Attend

- Change managers who are newer to role and are committed to success
- Change agents who need to understand core concepts in order to add value

- Senior leaders who want a deeper appreciation for the value a structured change plan can deliver
- Department heads (Directors and Senior Managers) responsible for overseeing change initiatives
- HR Business Partners and Managers/Specialists
- Communications Managers/Specialists
- Project Managers / Operations Specialists
- Employees working in the area of transformation and strategic planning

Interactive Methodology

- Self-assessments to deepen your understanding of how your style can impact the change program
- Individual and group work to provide you with broad perspectives and experiences
- Inspiring videos highlighting creative approaches to changing behaviour
- Application to real-world workplace challenges
- Case studies to illustrate concepts in class and to support you in applying these concepts

Overview of Learning

Develop Your Change Management Abilities

- Understand the fundamentals of successful change programs
- Learn how to use the core tools and strategies to improve results

Implement Change with Confidence

- Recognize the value of stakeholder mapping as a key to success
- Understand the roles of sponsor, change agents, and other stakeholders

Understand Your Change-Leadership Style

- Increase your self-awareness to help you better manage change
- Identify the types of resistance and learn specific strategies to manage them

Master Conflicts

- Learn the root causes of conflict that can arise and how to address them
- Conflict management styles that highly effective managers use

Communicate with Impact

- Strategies and techniques for powerful, compelling and impactful communications
- Appreciate how effective leadership, communication and conflict management are linked to success

Measure What Matters

- Define success from the outset to increase alignment and success
- Understand the range of channels and tools to measure the impact and progress of change

Sustain the Change Post Roll-Out

- Learn the importance of sustaining the change and the strategies required
- Recognize metrics for ongoing change measurement

Date & Location:

Check Website for Dates
Online in the Virtual Classroom
(9:00 a.m. - 4:00 p.m.)

Registration Fee:

\$3,250 + applicable taxes

Complete registration details:

seec.online/FAQ

Technical Requirements:

seec.online/techreq

Get the whole picture.

Preview complete
course content and
instructor bio
online.

[Complete Details / Register Today](http://seec.online/13166)

<https://seec.online/13166>

Tel.: 416.736.5079 | 1.800.667.9380
or email execedinfo@schulich.yorku.ca