

DAY 1 - 26 September 2002

Part 1 – Basics of Change Management

This opening part focuses on helping you learn the basics of surviving change. Today, the nature of society, the importance of technology, and the flow of information govern any business or organization.

- Change means doing things differently
- Undertaking successful change campaigns
- Enhancing your view of your environment
- Dealing with resistance
- Understanding the need for pain management

Part 2 – The Four Humanistic Approaches to Change Management

This part discusses four basic notions of how people behave. While every organizational culture is different, you have a better chance of being able to devise an appropriate change management plan.

- The rational-empirical approach
- The normative-reeducative approach
- The power-coercive approach
- The environmental-adaptive approach

Part 3 – Leading through Organizational Change

This part focuses on common issues that you're likely to encounter and offer you a variety of methods of prevailing. Learn to understand the need to bring the targets of change through a change campaign and survive potentially disruptive, challenging issues. Also, how to keep the organization motivated and achieve synergy among team members.

- Preparing your team for change
- Leading your team through change
- Marshaling group resources
- Managing up, managing down
- Managing inside and outside your head

ABOUT THE COURSE TRAINER

Jeff Davidson is an MBA and certified management consultant nationally known as an expert on balancing business and technological demands in today's world. He is a leading authority on management and career strategies.

In strong demands as a seminar speaker, Jeff offers dynamic learning keynotes and seminar presentations, combining outstanding high-content with humor, flair, and inspiration, leaving his audiences supercharged and ready for action. Frequently quoted or featured in USA Today, Washington Post, and Los Angeles Times, and on 100s of talk shows, a worldwide audience has found Jeff's more than two dozen books and more than 3000 articles to be enlightening, entertaining, and life-changing. His latest book, *The Complete Idiot's Guide to Change Management*, is the one of most innovate in the field, offering fresh perspectives on a topic of growing importance in the 21st century.

Jeff has spoken in almost every industry from aviation to zoology, and has addressed individuals in administration, law, banking, education, finance, government, health care, manufacturing, retailing, and wholesaling. He has also addressed charitable organizations, executive round tables, and partner's programs. His client list includes many companies among the Fortune 500, and national and international associations and organizations.

The hallmark of Jeff's presentations is an insatiable quest to find an easier way to accomplish goals, a versatile intellect, an empathetic perspective, and an extraordinary capability to focus on the current issues and obstacles blocking the path of today's businesses. These qualities are all brought to bear as Jeff actively engages, stimulates, and inspires both his audiences. The result is an enjoyable, educational, uplifting experience.