



# Making Change Happen

## Overview

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# Making Change Happen

## 1. Introduction

This is an outline of a typical course; all our change courses are tailored to the specific needs of the organisation and its people. Our courses are very involving and participatory with delegates learning by applying concepts and tools to their own experiences and sharing their insights with other delegates.

Common themes running through our courses are:

- the critical role of the manager – helping self and others through change
- the importance of vision, goals, quick wins, habits
- balancing emotion and logic, stability and movement
- recognising individual differences
- communication – frequent, consistent, open, honest, in all directions
- the interconnectedness of organisations

## 2. Who will benefit

All managers – change is a fact of every day life; it is the norm.

### 3. Course Outline

#### Change Context

- problems and opportunities (creating a 'positive crisis')
- establishing the need for change
- strategic perspective, creating a vision and clear objectives

#### Role of the Manager

- avoiding heroics
- balancing stability and change
- supporting staff

#### Causes of Unsuccessful Change

#### Systems Thinking – cause and effect / interrelatedness

#### People

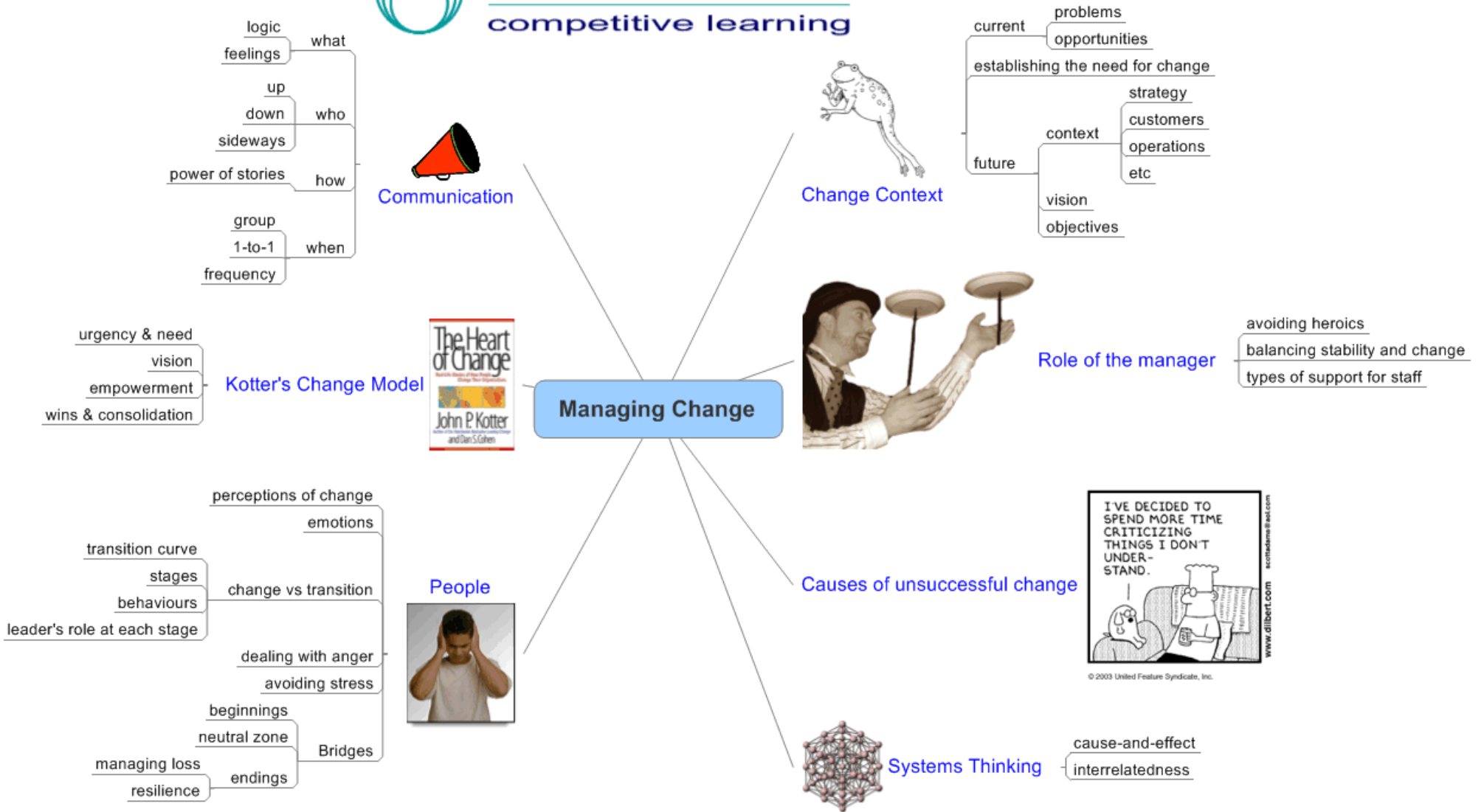
- perceptions of change
- emotions
- transition curve – stages, behaviours, leader's roles
- dealing with anger and avoiding stress
- Bridges – beginnings, the neutral zone, endings

#### Kotter

- urgency and need
- vision
- empowerment
- wins and consolidation

#### Communication

- what – logic and feelings
- who – up, down, sideways
- how – power of stories
- when – group, 1-to-1, frequency



## 4. Paul Taylor – Lead Facilitator

### Qualifications & Memberships

- MA in law, Oxford University
- MBA, City University, London
- Member of the Chartered Institute of Marketing
- Member of the Institute of Management Consultancy
- Accredited facilitator on Ericsson Leadership programme

### Career

- 18 years' experience as a consultant and trainer
- Marketing Manager, FTSE 100 company

### Experience

- accredited facilitator on the Ericsson global leadership programme, delivering in over 10 countries to 20 different nationalities over a five year period; development and delivery of two-day finance module for Ericsson managers and strategic marketing programme
- the design (including train-the-trainer workshops) and delivery of training programmes for ntl: Telewest / Virgin Media
- strategic management courses designed and delivered for Oxford University Press
- marketing communications and marketing effectiveness courses designed and delivered for Cisco
- four-day business management programme (customer focus, strategy, finance and business planning) designed and delivered for civil engineering firm May Gurney
- finance for non-finance managers and value-based marketing courses designed and delivered for Centrica
- consultancy and project management relating to the promotion of UK Online for Business and Best Practice initiatives for the dti
- lecturing on the Chartered Institute of Marketing postgraduate diploma