

CERTIFICATE IN ORGANIZATION DEVELOPMENT & CHANGE MANAGEMENT 3 DAY MASTERCLASS

CERTIFICATE PROVIDED BY



PennState

TRANSFORMING ORGANIZATIONS FOR HIGH PERFORMANCE

29-31 OCTOBER 2017 | THE ADDRESS HOTEL DUBAI MARINA

CERTIFICATE FROM TOP GLOBAL 100 UNIVERSITY
EXCLUSIVE 3 DAY TRAINING EVENT



Presented by

DR. WILLIAM J. ROTHWELL

World's preeminent guru, thought leader, and renowned author on Human Resources

Best selling and award winning writer of HR books with over 90 internationally published titles



WHO

Who should attend ?

- Practitioners, managers, directors, and executive level OD and change personnel
- Professionals involved in change management and OD
- Strategy professionals and leaders
- Leaders and change agents driving change and transformations in their organizations
- Human resource and management consulting professionals

WHAT

About the Training

This unique MasterClass for the region on organization development and change aims to give the practical tools and methodologies needed to implement sustainable change. The three day program looks at both top-down and bottom up change and the various techniques needed to implement them successfully. This is done through a deep dive into OD, Change Management, and Appreciative Inquiry. This certified training is delivered by one of USA's top ranked universities in the field of OD & Change.

WHY

Key Benefits

- Define and demystify the terms Change Management and OD
- Review best practice models, methodologies and toolboxes
- Learn how to best approach OD and Change for your particular organization
- Build the business case for Change Management and OD
- Learn how to prepare an action plan for change
- Be mentored by an OD guru through one to one clinics

To register yourself or a member of your organization or for further inquiries Please contact us via telephone or email
Discounts available for groups

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THE ADDRESS HOTEL DUBAI MARINA

29-31 OCTOBER 2017

SPACES ARE LIMITED

SHRM Recognition: 14 Personal
Development Credits Awarded



Early Bird Price
Register before Sep 17

\$ 3233

Regular Price

\$ 3649

ABOUT DR. WILLIAM J. ROTHWELL



William J. Rothwell, (PhD, SPHR, RODC, CPLP Fellow) is a professor of Human Resource Development and OD at the University Park campus of the Pennsylvania State University. The department which he heads is the top ranked graduate program in Human Resource Development in the US. To supplement his academic experience, Dr. Rothwell has worked extensively as a Consultant in executing HR transformations and Change Management programs. He has also engaged with over 40 multinational corporations. Dr. Rothwell has worked in the Performance, OD and HR field since 1979 and has authored, co-authored, edited and co-edited close to 90 books and many best sellers

Dr. Rothwell was the winner of the American Society of Training and Development's (ASTD) prestigious Distinguished Contribution to Workplace Learning and Performance award for 2011. In 2013 he was again honored by ASTD by being named a Certified Professional in Learning and Performance (CPLP) Fellow. His best selling book, *Effective Succession Planning: Ensuring Leadership Continuity and Building Talent from Within*,

ABOUT THE CERTIFICATION

Participants attending the event will receive an official certification on HR Transformations from Penn State University, one of the largest universities in the US. Founded in 1855, Penn State has grown into a world-class learning & research institution. With a core campus covering 5,448 acres, the University Park campus is the epicenter for about 40,500 students, 3,000 faculty & 13,000 other employees.

Penn State is highly notable for its top ranking graduate program in Human Resource Development. It operates the largest outreach effort in American higher education, delivering programs to learners in all 50 states and 80 nations worldwide. In addition, the program is recognized by SHRM (Society of Human Resources) and 14 PDC's are awarded through successful completion attendance of the course.



3 DAY PRACTICAL WORKSHOP

DAY 1

- I. Introduction**
 - Program purpose
 - Program objectives
 - Program organization/structure
 - Participant objectives
 - Icebreaker: What issues does your organization face with change management and problems with people?
 - Debrief of the icebreaker: Clarifying your objectives
 - Activity: How do people feel about change?
 - Debrief of the activity
- II. Defining Change Management and Making the Business Case for Managing Change Systematically**
 - What are the definitions of change management, and why are definitions important?
 - How can the business case for managing change be made to senior leaders during challenging economic times?
 - Activity on managing change
 - Debrief of the activity
- III. Guiding Change Management Systematically and Strategically**
 - Models to guide change management
 - Step-by-step reviews of the models
 - Activity on using the models
 - Debrief of the activity
- IV. Effective Change Management**
 - Activity: A case study on change management: What went wrong?
 - Debrief of the case study activity
 - Approaches to change management
 - Strategic change management versus tactical change management
 - How change management is related to, but different from, Organization Development (OD)
 - Activity on the leader's role in change management
 - Debrief of the activity
 - Assessing readiness for change
 - Activity on assessing readiness for change
 - Debrief of the activity
 - Research on change management
 - Activity: Rate your organization on its change management
 - Debrief of the activity
 - Selecting change management interventions
 - Competencies of change management practitioners

DAY 2

- V. Implementing and Evaluating Change Management and OD Efforts**
 - Overview of types of change management efforts
 - Large-scale change efforts for the whole organization
 - Activity on large-scale change efforts
 - Debrief of the activity
 - Medium-sized change efforts: Changing departments
 - Activity on medium-sized change efforts
 - Debrief of the activity
 - Team-based change efforts: Changing small groups
 - Activity on team-based change efforts
 - Debrief of the activity
 - Evaluating change management and OD
 - Activity on evaluating change management and OD
 - Debrief of the activity
- VI. Effective Organization Development (OD)**
 - OD defined
 - Research on OD and best practices
 - Trends on OD: What's really new?
 - Strategic OD versus Tactical OD
 - How OD and HR are related and are different

DAY 3

- VII. Building OD Competencies**
 - The OD competencies
 - 1. Marketing change
 - 2. Enrolling and involving people in change
 - 3. Contracting for the change effort
 - 4. Conducting a mini-assessment of the change situation
 - 5. Gathering information relevant to the change effort
 - 6. Diagnosing the situation
 - 7. Providing feedback to the change participants
 - 8. Planning for change
 - 9. Building participation and ownership in change
 - 10. Implementing the change effort
 - 11. Evaluating the change effort
 - 12. Following up to ensure effective implementation
 - 13. Institutionalizing the change effort
 - 14. Separating yourself from the change setting when appropriate
 - 15. Building your self-awareness as a change manager
 - 16. Improving interpersonal skills during a change effort
 - 17. Other competencies of a change manager
- Reviewing the Key Steps Above and Emphasizing What OD People Really Do
- Activity: Building OD Competencies
- Debrief
- VIII. New Thinking About OD: Positive Change**
 - What is appreciative inquiry?
 - What does appreciative inquiry mean for OD?
 - What special competencies are needed for AI?
 - What model guides AI?
 - Case study: How is the model used?
 - Debrief of the case study
 - What is the AI Summit?
 - How are AI Summits implemented?
 - Case study on the AI summit
 - Debrief of the case study
- IX. Conclusion & Action Planning**
 - Summary of the program purpose, objectives, and organization
 - Action planning activity and debrief
 - Review of participants' objectives
 - Questions and answers
 - Workshop evaluation

Case studies, Practical Exercises, Group Activities

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