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COURSE BROCHURE

Advanced Strategic Change Management Training Course for HR Experts

7 – 18 June 2027
Vienna

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Ref: 787_29842 **Date:** 7 – 18 June 2027 **Location:** Vienna **Fees:** 10600 GBP

Strategic Change Management for HR experts is a 2-week training course for HR business partners and organisational development specialists, built around one work product: a people-side change roadmap. Restructures, mergers, new operating models and shifting skills place the human response to change at the centre of whether a strategy lands or stalls. Jupiter Prime Training offers this course on strategic change management for HR experts.

Why Strategic Change Management Matters Now

Three forces shape strategic change management today: leadership teams launching overlapping transformations at once, employees who expect to be heard before a restructure rather than after it, and boards asking HR to show how workforce shifts affect capability and morale. An organisation that handles the people side well keeps critical talent, protects trust and reaches the intended benefits sooner; one that handles it badly faces change fatigue, quiet resistance and costly reversals. The course draws on ISO 30414, the international guideline for human capital reporting, to frame the workforce indicators used to track a transition.

Who Gains Most from Strategic Change Management

- Advisers who partner senior leaders on restructures, mergers and operating model redesign
- Specialists responsible for organisational design, culture diagnostics and team effectiveness
- Practitioners who shape employee relations and consultation during workforce transitions
- Leads accountable for internal messaging, sponsor briefings and line manager toolkits
- Owners of workforce indicators who report readiness, attrition and sentiment to executives

An HR function preparing for a major restructure gains most when its business partners and organisational development specialists attend together and leave with a shared roadmap language.

Strategic Change Management Capabilities

Participants move from reacting to announced decisions to shaping how a transition is sequenced, explained and absorbed by the people it touches.

- Assess change readiness across units using pulse diagnostics and impact scoring — sponsor go or hold decisions
- Map stakeholders by influence, exposure and stance — engagement priorities for leadership teams
- Design responses to resistance that separate concern, loss and disagreement — line manager coaching
- Specify culture shifts as observable behaviours and enabling routines — executive culture ambitions
- Build restructuring communication sequences that respect consultation steps — employee trust and fairness
- Calculate people-side indicators of transition health — board reporting on capability and retention

Key Strategic Change Management Terms

- Change readiness — the degree to which people, leaders and systems are prepared to adopt a specific change at a given moment.
- Change impact assessment — a structured view of which groups a change affects, how deeply, and in which processes, roles or behaviours.
- Stakeholder map — a visual grid placing individuals or groups by influence over and exposure to a change, used to plan engagement.
- Resistance — the behavioural and emotional responses that slow adoption, often signalling loss, uncertainty or a valid design concern.
- Change saturation — the point at which overlapping initiatives exceed a group's capacity to absorb further change without performance loss.
- Sponsor coalition — the senior leaders who visibly own a change, allocate resources and model the expected behaviours.

Strategic Change Management Day by Day

Day 1: The Strategic Context of Change

- Strategy-to-People Translation Canvas — Which Workforce Shifts a Strategy Demands
- Change Typology Matrix — Incremental, Transitional or Transformational Scope
- Portfolio Heat Map of Live Initiatives — Sequencing Against Change Saturation
- HR Role Charter in Transformation — Adviser, Designer or Delivery Partner
- Case Story From Banking and Healthcare — Lessons on People-Side Failure

Day 2: Diagnosing Change Readiness

- Readiness Pulse Survey Design — Questions That Predict Adoption Risk
- Leadership Alignment Interview Guide — Gaps in Sponsor Conviction
- Change History Audit — Residual Cynicism From Earlier Change Efforts
- Capacity and Capability Scan — Whether Units Can Absorb the Shift
- Readiness Scorecard — Go, Hold or Prepare Recommendation to Sponsors

Day 3: Assessing Change Impact

- Impact Assessment Grid — Roles, Processes, Systems and Behaviours Affected
- Persona Journey Mapping — How a Change Feels for Each Employee Group
- Degree-of-Impact Rating — Where Support Effort Should Concentrate
- Workforce Indicators Aligned to ISO 30414 — Baseline Before Transition
- Impact Summary Brief — Resourcing the People Side of the Change

Day 4: Stakeholder Mapping and Sponsorship

- Influence and Exposure Grid — Engagement Priority for Each Stakeholder
- Stance Tracking Register — Movement From Opposition Toward Advocacy
- Sponsor Coalition Roles — Who Owns, Funds and Models the Change
- Middle Manager Activation Plan — Turning Supervisors Into Change Agents
- Employee Representative Engagement — Early Dialogue on Workforce Proposals

Day 5: Understanding and Handling Resistance

- Resistance Root-Cause Diagnostic — Loss, Uncertainty or Design Disagreement
- Transition Curve Conversations — Supporting People Through Endings and Beginnings
- Structured Listening Sessions — Surfacing Objections That Improve the Design
- Line Manager Coaching Scripts — Responding to Pushback With Credibility
- Escalation Protocol for Persistent Opposition — Fair Treatment and Consistency

Day 6: Shifting Organisational Culture

- Culture Diagnostic Interviews and Artefact Review — Current Norms in Practice
- Behavioural Shift Statements — From Today's Habits to Target Behaviours
- Symbols, Rituals and Recognition Levers — Reinforcing the Desired Culture
- Leadership Role-Modelling Contracts — Visible Commitments From Senior Figures
- Subculture Mapping After Mergers — Integrating Distinct Ways of Working

Day 7: Restructuring and Workforce Transitions

- Organisation Design Options Appraisal — Spans, Layers and Role Clusters
- Selection and Redeployment Principles — Fairness in Role Mapping Decisions
- Consultation Sequence Planning — Respecting Legal and Collective Steps
- Exit and Outplacement Support Design — Dignity for Departing Colleagues
- Survivor Engagement Measures — Retaining Talent Who Remain After Cuts

Day 8: Restructuring Communication

- Message Architecture for Change — Case for Change, Vision and Personal Impact
- Announcement Day Run Sheet — Order, Channels and Manager Briefings
- Question and Answer Bank — Consistent Responses to Sensitive Queries
- Two-Way Feedback Channels — Capturing Sentiment After Each Milestone
- Rumour Response Routine — Correcting Misinformation Quickly and Calmly

Day 9: Measuring and Sustaining Change

- Adoption Metrics Dashboard — Usage, Proficiency and Behavioural Evidence
- Transition Health Indicators — Attrition, Absence and Engagement Signals
- Reinforcement Mechanisms in Performance and Reward — Locking In New Behaviours
- Benefits Realisation Review — Linking People Measures to Strategic Results
- Lessons Learned Retrospective — Improving the Next Transformation Wave

Day 10: Practising the People-Side Change Roadmap

- Readiness and Impact Findings Synthesis — Setting Roadmap Priorities
- Stakeholder and Sponsor Actions Mapped to Milestones — Ownership Clarity
- Resistance and Culture Interventions Sequenced — Pacing the Transition
- Peer Challenge Panel — Testing Roadmap Assumptions With Fellow Participants
- People-Side Change Roadmap Completion — Ready for Sponsor Sign-Off

Applying Strategic Change Management After the Course

- Run a readiness pulse and impact assessment for one live initiative, then brief its sponsor on a go, hold or prepare recommendation.
- Facilitate a stakeholder mapping session with the leadership team and agree engagement owners for the next restructuring milestone.

Strategic Change Management Questions FAQ

What is strategic change management for HR experts and why does it matter now?

Strategic change management for HR experts is the discipline of preparing people for, and guiding them through, major organisational shifts. It matters now because overlapping transformations, restructures and new operating models fail when readiness, resistance and culture are left unmanaged.

Which roles gain most from strategic change management training?

HR business partners and organisational development specialists gain most. Employee relations advisers, internal communication leads and owners of workforce indicators also benefit, because each shapes how a restructure is consulted on, explained and measured.

How does strategic change management for HR experts differ from a general project management course?

It focuses on the human side of change rather than schedules and budgets. You work on readiness diagnostics, stakeholder stance, resistance, culture shifts and restructuring messages, the areas a project plan alone rarely covers.

What do you bring back from strategic change management training?

You bring back a people-side change roadmap for a real initiative, with readiness findings, stakeholder actions, resistance and culture interventions and a communication sequence that sponsors can review and approve.

Strategic Change Management: The Way Forward

The people-side change roadmap gives sponsors a clear view of where readiness is weak and which groups need early engagement. Its first use informs whether a restructure proceeds now or after preparation. HR business partners and line leaders work from it together. After the first milestone, revisit the stakeholder stances and culture signals, because both shift as people experience the change.