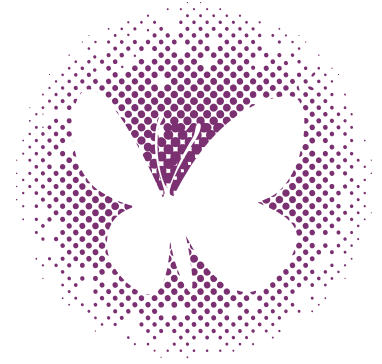


Client Case Study:



Strategic Change Management

The Cultural Change Company was invited to deliver a Strategic Change Management Course for future Change Leaders operating across 20 countries worldwide. The course was offered by Adam Smith Business School University of Glasgow and involved over 300 participants. The participants were from diverse occupational backgrounds such as engineers, graphic designers and bio chemists. The client invited The Cultural Change Company to work with established and experienced senior academics who specialise in global consulting to teach multiple strategic change management techniques. The action learning sets were delivered through a programme of 18 interactive and reflective sessions which enabled the development of the following change leadership skills:

- 1 Working with strategic change management models
- 2 Understanding and working with cultural change
- 3 Working with and applying coaching techniques
- 4 Analysing the strategic change environment and recommending change strategies
- 5 Evaluating established change management methods within a high-profile case study
- 6 Developing conceptual awareness and understanding of strategic change management processes
- 7 Working with multiple leadership theories and applied frameworks
- 8 Developing critical and reflexive thinking skills as a change leader
- 9 Understanding and working with soft skills development for change leaders
- 10 Mapping change and designing intervention strategies

The broad aim of this programme was to introduce strategic change management skills that participants could apply productively to the challenges facing their employers. The participants worked through over 50 different change management techniques which were included in the core text books.

