

# Change Management

## Duration

2 Days (16 hours)

## Target Audience

- Executives & Managers
- Project leaders & team
- Anyone interested to drive and lead changes

## Methodology

- Group Exercises
- Research results
- Experience Sharing
- Classroom

## Certificate Awarded

A JASG certificate is awarded upon successful completion of the course.

*This Course will address the importance of change management process in project success, share updated research results on critical factors, and will equip you with the skills to identify the resistance of individuals as well as formulate appropriate strategy to drive the implementation of changes.*

## Objectives

Upon completion of the course, participants will:

- Understand your Voice-Of-Customer and stakeholders
- Realize the stage of change process and reason of resistance
- Convey right communication and message to stakeholders
- Establish appropriate actions to address individual resistance

## Course Outline

- Voice of Customer, VOC
- Stakeholder Analysis
- Strategy towards positive change environment
- Communication Planning
- Role of Change Management throughout project life cycle
- Effective Change Management for Managers



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**课程期间**  
2 天 (16 小时)

## 课程对象

- 行政人员及经理
- 项目团队及领导
- 希望能提高改革有效性的人仕

## 授课形式：

- 小组及个人练习
- 研究结果分享
- 经验分享
- 课堂

## 获颁证书

学员顺利完成课程后，将获颁怡中航空服务公司培训证书。

本课程将探讨变革管理在影响项目成功的重要性，分享关于关键因素的最新调研成果，并将让您掌握如何分析群众反抗力因素的技巧，从而制定适当的策略来顺利推动变革的实施。

## 课程目标

完成课程后，参与者将能够：

- 了解您的客户之声和利益持份者
- 理解变革过程的阶段和群众反抗力的原因
- 向利益持份者传达正确的沟通和信息
- 制定适当的措施以减低群众反抗力

## 课程内容

- 客户心声，VOC
- 利益持份者分析
- 有利于改善变革环境的战略
- 制定有效及全面的沟通规划
- 变革管理在整个项目生命周期中的重大作用
- 管理者的有效变革管理



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