

# Leading Strategic Change Programme

- CMI Level 7



CMI Awards

**FINALIST**

Outstanding Training  
Provider of the Year 2022



# Leading Strategic Change Programme

- CMI Level 7

## Duration

Three teaching days

## Validating Body

CMI

## Overview

Leading strategic change is a crucial skill for senior business leaders who aim to drive organisational growth and adapt to evolving market dynamics.

Our Leading Strategic Change CMI level 7 Course aims to provide leaders with the knowledge and practice of key approaches to lead change effectively. We will examine the psychological and practical impact of change and introduce research-based models for navigating the organisation through crises, challenge and opportunity, with purpose of ensuring that organisational change can be achieved successfully.

This is a highly interactive programme which will focus on the practical application of psychologically based theories for real-world impact whilst following Lewin's 3 step change model which has built the agenda of the programme: Unfreeze – Change – Refreeze.

Learners will feel empowered to return to their organisations with a structured plan to deliver change and the confidence to apply and communicate strategies for success.

## Who is this course for

Designed for those with a minimum 3 years in senior management/leadership experience including managers, senior leaders, department heads, business owners, Board Members, CEOs, and trustees.

The key benefits from attending this course for learners include:

- An ability to develop a comprehensive change strategy aligned with organisational objectives
- A clear perspective of how change effects themselves, their teams and their organisations
- A detailed understanding of the most up to date psychological insight into the impact of change and uncertainty, and how to engage with this
- The skills and knowledge to overcome resistance to change and effectively manage stakeholders
- An ability to recognise how crisis situations can impact on the emotional state and test the technical ability of people in organisations, and how to mitigate the negative impact through communication and emotionally intelligent managerial support
- An ability to draw upon best practice to create a real-world strategy, for your organisation, and have this peer reviewed by fellow participants
- An understanding of how to put in place deliberate steps so that you are able to lead confidently through adversity and build improved resilience in yourself and those around you

## Learning Outcomes

On successful completion of the course, participants will have learned how to:

- Understand the importance of strategic change and its implications for business leaders
- Develop and propose a contextualised strategy for leading change in your organisation
- Examine evidence-based insights into how change impacts individuals, teams, and organisations
- Analyse internal and external factors that drive the need for strategic change
- Examine the psychology and neuroscience of change and stress, and how to engage with this as a leader
- Review strategies to effectively communicate with colleagues and clients during the change process
- Coach, mentor and communicate strategically, with authenticity and emotional intelligence
- Foster a change-ready culture that embraces innovation and agility
- Evaluate and mitigate risks associated with change implementation
- Sustain change efforts through continuous learning and improvement

## Qualification

### **The CMI Level 7 Award in Strategic Leadership and Management**

#### **Assessment**

The CMI Level 7 Award in Strategic Management and Leadership is designed for Directors and Senior Managers who have the authority and personal inspiration to translate organisational strategy into effective performance.

This qualification requires senior and aspiring senior leaders to build on their skills in strategic management and leadership and to focus on the requirements of inter-organisational strategy. You will be required to take the theory, thought leadership and research discussed on the programme, and implement it in your professional life by focusing on your own leadership development, and positively challenging organisational strategy.

Delegates will be required to complete one 3000 - 4000 word written assignment that requires taught theory to be applied to the strategic organisational context:

- Unit 705: Leading Strategic Change

#### **Support**

As part of your course fee, you are given free and unlimited access to post-classroom tutorials. These are organised monthly and run by CMI qualified tutors to help guide learners through the assignment writing phase.

## 2022 Finalist for Outstanding Training Provider

In 2022 we were shortlisted for the Outstanding Training Provider of the Year Award with Chartered Management Institute.

The CMI who celebrated its 75th year, recognised In Professional Development as a provider producing exceptional positive impact on the learner experience in the category of small business, as a result of its partnership with the Institute.



We are honoured to have been shortlisted for our work as a training provider so early in our short period of offering professional development programmes and privileged to continue delivering outstanding courses CMI accredited courses through our Non-HE Partner's relationship. Find out more about our shortlisting [here](#).

## Agenda

### Day One: Vision for Change

Key Themes Include:

- Introductions and icebreaker
- Defining strategic change and choice
- Behavioural change – neuro logical levels
- Kotter's 8-Step change model
- Kubler-Ross change curve
- Making the business case for change – the burning platform
- Using SWOT and PESTEL
- Creating vision for change

## Agenda

### **Day Two: Creating the Conditions for Success**

Key Themes Include:

- Stakeholder engagement
- Establishing and monitoring success criteria
- Developing resilience to navigate change
- Creating the conditions for success – addressing team dysfunction
- Building and rebuilding trust
- Authentic leadership through change
- Transformational leadership
- Coaching as an agent of change
- Evaluating resistances to change

### **Day Three: Embedding Change**

Key Themes Include:

- Establishing and maintaining motivation
- Supporting change agents within the workforce
- Embedding change as business as usual (sustaining the change through policy)
- Identifying and mitigating risk (Rasmussen)
- Developing your draft plan
- Group coaching session

## Tutors

### **James Willerton**

With more than 10 years of business consulting and professional service experience, James has developed a well-rounded and practical perspective on strategic development and human capital development at all levels and cross-industries both nationally and internationally. With a focus on innovation in strategy development, James is a certified 'exceptional trainer'. He has a diverse background in business management, innovation, strategy development, organisational development, recruitment and operations.

During his role in recruitment, James applied advanced psychometric techniques and personally assessed over 1,000 candidates for client's businesses, as well as his own. Combined with coaching, this has given him an advanced experience of dealing with the human psyche and obtaining optimal results for human capital and organisational development.

James has a very approachable manner, with valuable real-world experience as an employer and a senior consultant to a wide-range of industries and organisations.

### **Pierson Stratford**

Pierson has 15 years' experience as a consultant and facilitator, specialising in leadership, management and coaching. Experienced in the design and delivery of people development, Pierson uses coaching psychology to engage with leaders at all levels, supporting them to; be, have and do more.

Highly experienced in talent development, from managing large graduate programmes to developing directors and senior leaders for global brands at an international level, Pierson adds value by making learning stick, while turning new knowledge into practical skills.

