



in partnership with  
**STRATEGIA/Analytics™**  
*A Different World • A Different Approach*



# Change Management Workshop for Senior Executives

Where to Start and  
What to Change

# Change Management Workshop for Senior Executives

Use a practical model and approach to drive successful change and transformation in your organization

## Highlights

- 3 weeks after the programme, you have a 1 hour private coaching session to ensure you can implement your strategy
- Access your individual data about your own company from surveys you complete in module one

## Key Competences

- Change management
- Strategic analytics
- Using data to drive change
- Leadership for change
- Strategic goal setting
- Analytical thinking

## The Right Programme for You

You are a business unit lead, division head, senior manager or executive. You want a simple, but comprehensive approach for implementing change in your area or company.

Senior Managers



## Learn, Practice and Use

- **Understand** a model and approach to successful change and transformation
- **Use** a method for assessing the level of alignment between a company's culture and its strategic goals
- **Understand** the need to use your own company's unique behaviours and culture in creating a plan for change
- **Analyse** data of a company's operating culture
- **Practise** using the model by applying it to a "live" case study
- **Create** an action plan for change
- **Understand** how to apply the model and approach to your own company
- **Apply** the approach to a "live" case study
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

## Practical Information

### Face-to-Face



**2 days**  
**€3,450**

### Change Management Partnership

This programme is delivered by MCE in partnership with Strategia Analytics.

### Available In-Company

The programme is available as an In-Company solution for your teams. More information at [mce.eu/inco](https://mce.eu/inco)

[mce.eu/leadership](https://mce.eu/leadership) for dates, locations and full programme outline

# Programme Modules

1

## A Practical Approach on Where to Start and What to Change

- Learn a process for determining where to start and what to change first when trying to lead a change initiative. A short case study shows how this process helped a major global company in the last Great Recession.
- Use short case studies and discussions to understand why companies often do not know where to start or what to change, because they do not have a clear picture of how the company is actually operating.
- Complete a short, 4-question survey about your own company to experience how the process works. Individual answers remain confidential. MCE and Strategia Analytics combine all responses for discussion purposes. This provides an opportunity to experience a sample of how the process really works.
- Access and complete a full, 10-minute diagnostic survey on how your own company is currently operating. These responses provide a sample of the data that would normally be collected from a company's executive management team. For the purposes of this programme, we create a report from this data to create a company's profile (ABC Co.) that is used as a basis for learning in Module 2.

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## How to Determine Where to Start

- You are first taken step by step through a debrief of the data for the ABC Company that you work on during the programme with a summary of its industry, strategic goals, and current strategic challenges in dealing with an uncertain, changing business environment.
- You work in small groups to further analyse the data and determine where to start the change process to help the company become more effective in meeting their strategic challenges.
- Expert faculty members act as consultants and guides throughout the process, answering questions and providing suggestions.

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## Examples of What to Change

- Use case studies based on several global companies to understand how the process can have a significantly positive impact on business results by focusing on the right things to change.
- Through discussions and small group work, you learn how to use data from the survey to determine where to start and what to change.

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## Building a Change Action Plan

- Work in their small groups to build an action plan (where to start and what to change) for the ABC company. You need to create a plan to implement specific, targeted changes in how the company operates.
- Expert faculty members act as consultants and guides throughout the process, answering questions and providing suggestions.

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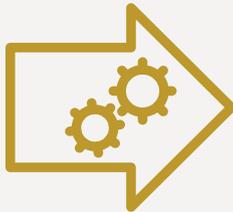
## Individual Consulting Sessions

- Two to three weeks after the workshop, you schedule a 1-hour, private coaching session with the faculty to reflect on lessons learned and how you can apply these lessons to your own company.
- You can access your own data from the survey completed in Module 1 about your own company. This enables the coaching session to be based on your own, actual data and not data.



# Learn

the key business skills and knowledge you need for your management role today and tomorrow



# Practice

the skills you learn and get feedback, recommendations and coaching



# Use

what you learn and practise as soon as you get back to your office

For more information please contact:



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