

**American Management Association's
Leading Change: How to Rise to the Challenge and Inspire Others**

Learning Objectives

- Describe the Distinction between Change Leadership and Change Management
- Employ a Change Leadership Model to Motivate Others and Drive Innovation
- Assess Your Own and Organizational Change Attitudes and Capabilities
- Build Change Leadership Skills and Competencies
- Leverage Science and Your Own Competencies to Inspire and Motivate Others in an Environment of Perpetual Change
- Foster a Culture That Values Transparency and Promotes Psychological Safety
- Recognize Symptoms of Change Fatigue in Yourself and Others and Employ Strategies to Overcome Them
- Design a Plan for Improving Your Organization's Change Dynamics

A World of Change: Change Leadership vs. Change Management

- Define Change Management and Differentiate It from Change Leadership
- Explore Examples of Change Leadership Successes and Failures
- Identify Change Leadership Challenges and Reasons to Invest

Process to People: Moving from Change Management to Change Leadership

- Differentiate between the Technical and the Human Side of Change Management
- Explore Research around the Science of Change
- Assess Your Organization's Change Leadership Challenges in the Context of a past or Current Change
- Explore How the Interpersonal Skills in Change Management Help Overcome Change Resistance and Motivate Others

AMA Change Leadership Model

- Self-Assess Change Attitude and Capabilities
- Explore AMA's Model for Change Leadership
- Align Change Leadership Model with a Single Change
- Identify Change Leadership Competencies

Change Leadership Competency Building

- Identify Your Style and Its Implications in Changing Environments
- Explore the Impact of Your Style on Your Change Leadership Performance
- Build Skills That Align with Change Leadership Competencies
- Design an Action Plan For Continued Skill-Building

Leadership During Perpetual Change

- Identify External Factors That Drive Perpetual Change
- Recognize Symptoms of Change Fatigue in Yourself and Others
- Use Self-Management Tactics to Address Your Change Fatigue
- Develop Empathy for Others Experiencing Change Fatigue
- Explain the Importance of Psychological Safety

Communication and Engagement Through Perpetual Change

- Explore and Practice Techniques in Perpetually Changing Environments
- Maintain Energy and Motivation
- Foster a Culture of Innovation
- Facilitate Transparency and Feedback Loops

Shared Leadership During Change

- Identify Change Approaches Most Likely to Foster Success in Environments of Constant Change
- Plan Strategies for Recruiting Change Agents throughout Your Organization
- Explore the Benefits of Sharing Change Leadership

Capstone: Putting Change Leadership to Work

- Develop and Present a Plan of Action for a Change Leadership Challenge
- Devise an Action Plan For Applying These Skills Back at Work