

# MANAGING CHANGE

PREPARE YOUR MANAGERS TO LEAD THE WAY WHEN STRATEGIES SHIFT

**MANAGING CHANGE IS A SELF-PACED, INTERACTIVE PROGRAM THAT ZEROES IN ON THE SKILLS MANAGERS NEED TO BALANCE THE PACE AND COMPLEXITIES OF CHANGE**

Change is a constant in today's business world—make sure your managers are prepared for it. *Managing Change* shows your managers how to analyze the organizational dynamics of change, choose the right strategies, and lead change initiatives for bottom-line results.

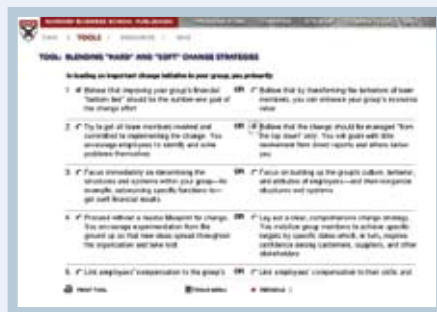
## CONTENT

### TOOLS, EXERCISES, AND GOAL-SETTING PLANS

*Managing Change* makes managers ready to set the pace when organizational objectives and strategies shift. This program equips your leaders with proven practices for successful change implementation and shows your managers how to:

- **Achieve** dynamic stability in an organization by timing major change initiatives carefully.
- **Master the skills** necessary to empower employees, to clarify the company's intentions, and to articulate the role each person will play in the change effort.
- **Avoid** common mistakes that can derail change efforts.
- **See how** to balance change content, processes, and employees' emotions and behaviors to maximize the likelihood that any given change initiative will succeed.
- **Implement** "hard" and "soft" strategies that accomplish change without pain.
- **Alternate** major transformations with carefully paced periods of smaller change to create a "dynamic stability" that can sustain a firm over the long term.

All program exercises are short and modular, so that no portion takes more than 20 minutes to complete. The entire program requires only three hours.



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## HIGHLIGHTS

- > Role-playing scenarios
- > Action exercises
- > Immediate feedback
- > Modular and flexible
- > Easy to use
- > Proven concepts for success

## EXPERTS

*Managing Change* is based on the work and research of renowned leadership experts. The program's content was developed by:

### JOHN P. KOTTER

Konosuke Matsushita Professor of Leadership, Harvard Business School

### MICHAEL BEERS

Cahners-Rabb Professor of Business Administration, Harvard Business School

### NITIN NOHRIA

Richard P. Chapman Professor of Business Administration; and Chairman, Organizational Behavior Unit, Harvard Business School

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### ERIC ABRAHAMSON

Associate Professor of Management, Columbia University

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[www.primacux.com](http://www.primacux.com)



## PROGRAM ELEMENTS

### PRACTICAL STEPS TO SUCCESS

**Managing Change** takes managers through expert content in a fast-paced, interactive format. Realistic practice scenarios and interactive tools enable time-pressed managers to grasp key concepts quickly and retain them permanently.

**CREATING A CONTEXT FOR CHANGE** Assess one's ability to create an organizational context in which change can occur.

**LEADING CHANGE WITHOUT PAIN** Evaluate one's ability to lead change with minimal negative impact.

**BLENDING "HARD" AND "SOFT" CHANGE STRATEGIES** Discover one's own approach to change initiatives.

**RESOURCE LIBRARY** *Harvard Business Review* and *Harvard Management Update* articles can be read online or printed.

**INTERACTIVE CASE** Scenario-based learning.

**ACTION-ORIENTED PRACTICE** Online practice activities help hone change management skills in a safe environment.

**QUIZ** 10-point self-assessment section enables users to reflect on what they've learned in the program.

**FOLLOW-UP GOALS** Guidelines for writing on-the-job goals.

**SUPPORT MATERIALS** Evaluate comprehension of the content with a tool you can easily distribute via your organization's testing system.

### ADDITIONAL FEATURES

**Point and click** navigation requires no training.

**Modular design** enables incremental, self-paced learning.

**Facilitation Guide** shows how to incorporate course elements into a learning program.

## SUPPORT

### IMPLEMENTATION SERVICES

**MANAGING CHANGE** is quick and easy to deploy via your LMS or intranet. Our Implementation Services Team can help you develop an effective rollout strategy and can customize the product to meet specific organizational needs for even greater impact.

Many more Harvard Business Publishing offerings are available to help you achieve your leadership and management development objectives. Please contact us for information on our comprehensive portfolio of strategic content, programs, and services.

## TARGET AUDIENCE

**MANAGING CHANGE** is ideal for managers at all levels who must lead others through and implement change.

Building and refining this group's skills for leading others through change initiatives will directly affect your organization's success.

## COMPLEMENTARY OFFERINGS

Extend the program's impact with additional leadership development programs, such as:

- **COACHING FOR RESULTS**  
Guides managers through a three-step process for effectively coaching others.
- **WHAT IS A LEADER?**  
Uncovers key concepts and provides interactive cases to introduce high-potential managers to more advanced leadership roles.
- **DECISION MAKING**  
Offers short interactive cases, tools, and customized feedback to master the most fundamental of management skills.

Or select from our deep well of print and digital content. Ask your relationship manager for recommendations to match your current strategic initiatives.

## LEARN MORE

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