Change management courses with SimTeam

Our partners can customise the course objectives, the list of focus topics and participants' learning outcomes according to the focus of their course.

Course objectives / Learning objectives

- Business change is complex because of relationships between the business environment, the organisation, its people and supporting technologies.
- Change can be instigated from within the organisation or imposed by external factors. Either way, change management needs to win over the hearts and minds of team members to enable success. This, in turn, requires the team leader to understand the motivational triggers for each team member and to be flexible and creative in satisfying these motivations so that a positive outcome is achieved for all parties.
- During the course the participants will explore how the **dynamics of effective change management** work and how to **identify and unlock resistance to change**, enabling teams to work together and speeding up the implementation of change programmes. The participants will also practice **change related communication** techniques.
- The program will encourage participants to see **change as an opportunity** for self-motivation and innovation

Topics covered

- ***Preparing for Change***
Change Management Strategy
Change Management Process
Psychology of Change
- ***Managing Change***
Communication for change
Resistance Management Plan
Master Plan for Change
Organisational Aspects of Change
Change trainings and coaching techniques
- ***Reinforcement of Change***
Diagnosing gaps and managing resistance
Planning and Implementation of Corrective
Change Actions

Participant Learning Outcomes

During the course the participants will learn to do the following:

- Understand the **fundamentals of managing change** by identifying the **levels of change**
- Understand the **human side of change** and know how to help people deal with change more effectively, maintaining their commitment and bringing them successfully through the change process.
- **Understand the various types of change that affect organisations**, and know how to draw on a range of professional approaches to support the effective delivery of the organisation's desired outcomes from each change initiative.
- Learn to identify and work with the **stakeholders in a change initiative**, and how to **plan, execute and measure the effective communications** required to build and maintain their engagement.
- Learn to **assess the impacts of change**, to **develop effective change teams** and to **recognise and address resistance** to change.
- Understand the process of **sustaining change** and how to **embed a change initiative** as the new 'business as usual'.
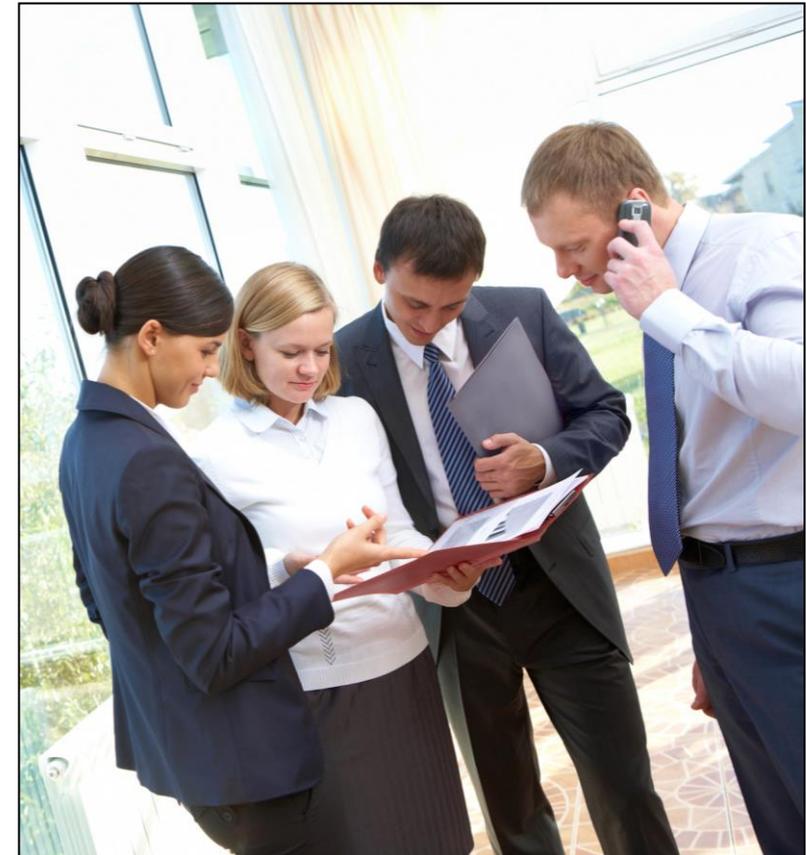
With the newly acquired knowledge and experience the participants will:

- Have **increased probability** of a successful business change or transformation.
- Be able to **minimise risks** (costs, delays, loss of employee engagement, reputation) associated with failed initiatives.
- Be able to **align change initiatives** with established, process-driven methods.
- Be able to **develop and sustain employee commitment and alignment** with organisational purpose during times of change.
- Be able to build and **maintain the engagement** of internal and external stakeholders in new initiatives.
- Be able to **manage more effective change communications** with internal and external stakeholders.
- Be able to improve **assessment of change impact** and establish integrated **change planning**.

Who should attend?

This course is designed for managers, professionals, team members or consultants **who lead or support change as part of their role**, and for business school and university students who attend management courses and need experience in change management.

Suggested training outline

The following structure is suggested for the course:

DAY 1 (lectures and discussion groups)
- Introduction to Change Management
- Dynamics of Change
- Preparing for Change
- Tools for Managing Change
- Reinforcement of Change

DAY 2 (simulation exercises)
1. Introduction of the learning environment; explanation of the rules (0,5 - 1 hour)
2. Setting the targets for the teams - (0,25 hour)
3. Extended case studies: two SimTeam simulations - (2x3 hours)
4. During the simulation, focused topical assignments (e.g. experiencing and overcoming resistance; communication exercises)
5. Evaluation and feedback - (0,5 - 1 hour)

DAY 3 (optional)
- Review of key learning points
- Details of certain key topics

Total time requirement: 2-3 days

How can you use a SimTeam simulation during the course?

The prime reason for using the simulation is to exercise the new knowledge presented on the course. Simulations enhance the learning process.
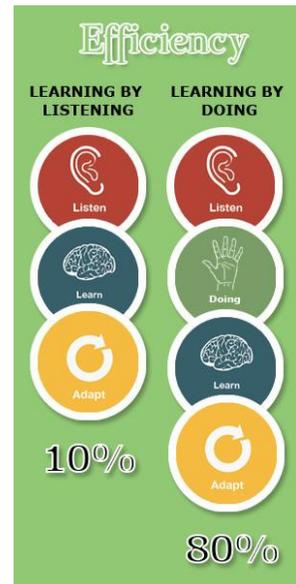
Unlike lectures, where it is difficult to reflect and still listen to the lecturer, simulations provide opportunities for reflection with participants moving in and out of the discussion as required.

Simulations are **motivational events** and participants are **very involved** in the process. This is because participants usually see simulations as competitions. This motivates in-depth discussion among them, ensuring deep processing and therefore assimilation.

Studies show that different learning approaches have different **retention rates with practice** by doing (through simulation) delivering a seventy-five percent retention rate. ("Learning pyramid" - Motorola University: Creating Mindware for the 21st Century, Corporate University Xchange May/June 1996, Vol 2 No 3.). Simulations can be used to "revitalise" and motivate the group. This will also have a positive effect on the participants' absorption of knowledge.

Simulations can help linking theory with practice: the theoretical content must be complemented by sessions where participants **test their skills**.

When combined with traditional learning methods, business games increase efficiency of learning and help students make the connection between theoretical knowledge and professional challenges they will face in the real business world. Participants can experience the decision-making role of managers. As participants make actual business decisions and deal with the consequences of their mistakes, their knowledge retention increases exponentially.
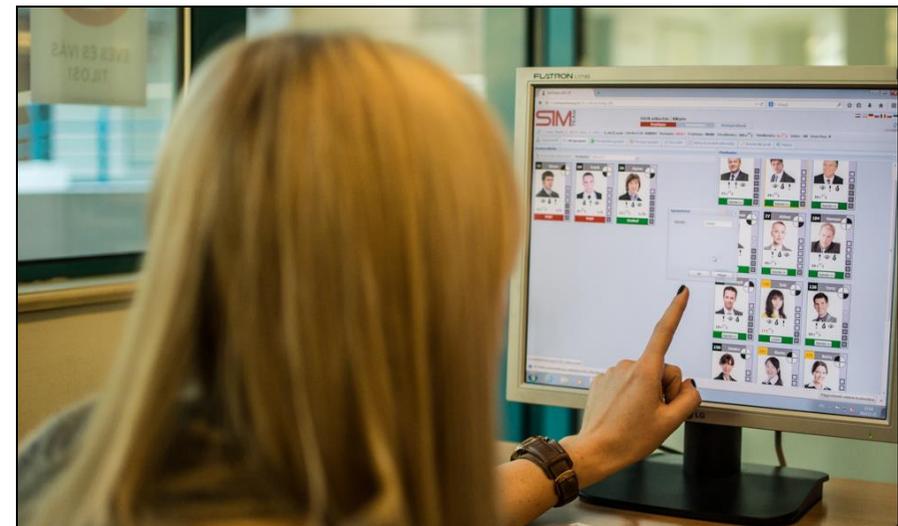
When the elements of change management (like change resistance) are covered in training, a primary learning issue facing most audiences is the lack of engagement and motivation in simple lectures. **By using a SimTeam simulation** practitioners can enliven their learning environments and improve knowledge retention and skills. This will keep the audience members interacting with each other and with the course content.

About SimTeam simulation

SimTeam is a business simulation platform that models the operation of project-based enterprises. During the simulation participants form teams representing different model corporations. The participants act in different managerial roles inside the model corporations. The software simulates a

competitive market where the model companies compete. In the course of the contest the participants learn how to formulate a corporate strategy and how to create an effective and efficient organisation to achieve their strategic goals.
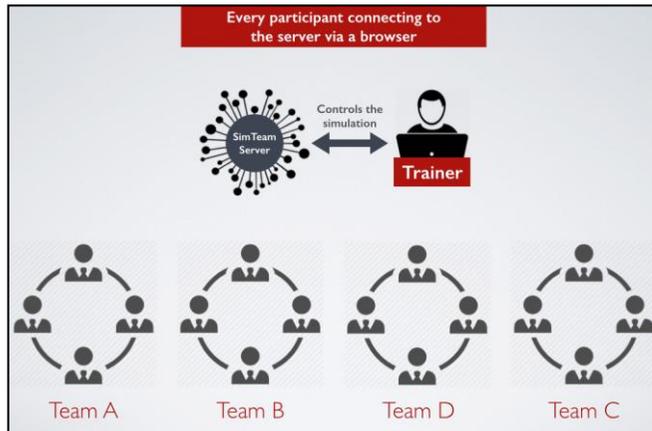
SimTeam has automated financial functionalities (general ledger; balance sheet, profit and loss account, cash flow overview) according to generally accepted accounting rules.

Each team operates a model corporation, where this they will face immense market driven (external) challenges (which vary in the different case studies) and operational challenges arising from their available manpower and their cash flow situation. The trainer can assign individual missions and personal goals to the participants based on their managerial role in the simulated organisation. These individual missions and goals can be conflicting, which could lead to arguments among the team members similarly to a real life change management situation.

The trainer can also provide exercises for the teams (e.g. review and present strategy) in the course of the simulation.

Using case studies during the simulation

During the training, the trainers can use different case studies. Case studies are precisely constructed educational programs with specific starting positions for the teams, pre-recorded market events, and defined goals for the participants during the whole simulation program.

The following case studies can be applied to the change management course:
- Case studies with changing market conditions (Case Study 1, 2, 7, 8)
- Case studies with HR challenges (Case Study 3)
- Case studies with challenging starting positions (Case Study 14, 15).