



HUMAN RESOURCES AND TRAINING

Change Management for HR

Course code: HRT-069

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

info@sparktraining.eu

+31 85 115 0004 | sparktraining.eu

— Workshop Overview

Organizations are constantly adapting to changing business environments, technologies, and workforce expectations. HR professionals play a critical role in ensuring successful change implementation by supporting employees, managing resistance, and fostering engagement. This course provides practical tools and strategies for planning, communicating, and leading organizational change while maximizing employee commitment and organizational performance.

Why Attend

The course combines presentations, case studies, practical exercises, group discussions, role plays, change simulations, stakeholder analysis workshops, and action-planning activities to ensure practical application of change management principles.

Who Should Attend

HR managers and professionals
Organizational development specialists
Learning and development professionals
Change management practitioners
Talent management specialists
Business partners and department managers
Leaders involved in transformation initiatives

— Learning Objectives

- Understand the principles and frameworks of organizational change management
- Define HR's strategic role in leading and supporting change initiatives
- Develop structured change management plans and stakeholder strategies
- Communicate change effectively to different audiences
- Manage resistance and build employee readiness for change
- Enhance workforce capability and engagement during transformation initiatives
- Develop sustainable approaches for successful organizational change

— Course Outline

DAY
1

Foundations of Change Management and the HR Role

- Understanding the impact of organizational change on people and performance
- Exploring key principles and models of change management
- Examining the strategic partnership between HR and business leaders during transformation
- Understanding HR's roles in designing, communicating, and supporting change initiatives
- Applying human-centered approaches to organizational transformation
- Evaluating the people-related implications of change programs

DAY
2

Planning and Preparing for Successful Change

- Designing structured and effective change management initiatives
- Building executive sponsorship and organizational support for change efforts
- Identifying key stakeholders and developing engagement strategies
- Establishing effective change management teams and governance structures
- Assessing organizational readiness and change preparedness
- Identifying and addressing barriers that may impact successful implementation

DAY
3

Strategic Communication During Change

- Understanding the importance of communication in successful change initiatives
- Developing clear and compelling change messages
- Building communication plans aligned with organizational objectives
- Understanding audience needs, concerns, and expectations
- Selecting appropriate communication channels and delivery methods
- Using emotional intelligence and engagement techniques to strengthen communication effectiveness

DAY
4

Managing Resistance and Developing Capabilities

- Understanding employee reactions and responses to organizational change
- Applying coaching approaches to support employees through transitions
- Identifying and addressing resistance to change effectively
- Assessing capability gaps and identifying development requirements
- Designing learning and development plans to support change initiatives
- Building employee confidence, adaptability, and growth-oriented mindsets

DAY

5

Sustaining Engagement and Embedding Change

- Understanding the role of employee engagement in successful change outcomes
- Strengthening team collaboration, resilience, and commitment during periods of transition
- Applying reinforcement strategies to sustain desired behaviors and performance
- Addressing ethical considerations and challenges associated with organizational change
- Measuring the effectiveness and impact of change initiatives
- Final workshop: Developing and presenting a comprehensive HR-led change management plan

— Upcoming Classroom Dates

DATE	LOCATION	FEE
11 - 15 January 2027	Amsterdam - Netherlands	€1,900
8 - 12 February 2027	London - United Kingdom	€2,100
8 - 12 March 2027	Istanbul - Türkiye	€1,400
12 - 16 April 2027	Cape Town - South Africa	€2,250
10 - 14 May 2027	Barcelona - Spain	€1,600
14 - 18 June 2027	Paris - France	€2,250
12 - 16 July 2027	Frankfurt - Germany	€1,700
9 - 13 August 2027	Barcelona - Spain	€1,600

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.