

## **Certification Course: Change-Management - New Approaches for internal Transformation**

### **Summary**

- ✓ Course dates: February 09, 2024 – March 02, 2024
- ✓ Course duration: 3 weeks
- ✓ Language: German
- ✓ Location: Online
- ✓ Certificate: TU Berlin Certificate of Professional Education (3 ECTS)
- ✓ Format: Online
- ✓ Lecturer: Prof. Dr. D. Georg Adlmaier-Herbst
- ✓ Price: 3390 €

### **Course overview**

Over the past 30 years, 70 percent of change processes have failed. In the age of digitalization, the demands for transformation are even higher. The central question of this certificate course is, what new, innovative, and scientifically grounded models and tools can contribute to the success of transformation?

### **Course content**

#### Basics of change management

- ✓ Definition on change and transformation
- ✓ Types of change
- ✓ Classic concepts and models of change management
- ✓ Newer models for change management
- ✓ Reasons for failure of change management
- ✓ Success factors for successful change

#### The management process

- ✓ Systematic change as a management process
- ✓ Systematics of the management process
- ✓ Aims, strategies, means and measures in change
- ✓ Management and control of change
- ✓ Recommendations for successful change management processes

#### Organisation in change management

- ✓ Resources
- ✓ Roles and responsibilities
- ✓ Processes and Structures
- ✓ IT
- ✓ Culture

#### Communication in change management

- ✓ Success factors
- ✓ Communication goals and strategies
- ✓ instruments of communication and their use
- ✓ Storytelling in change

#### Willingness to change

- ✓ Evaluation of changes
- ✓ Decision-making and action control in change management
- ✓ Success factors for the willingness to changes
- ✓ Motivation in change
- ✓ Application examples

#### Dates

##### Virtual classroom sessions:

- ✓ February 09, 2024, 15:00-21:00 (CET)
- ✓ February 17, 2024, 09:00-17:00 (CET)
- ✓ March 02, 2024, 09:00-17:00 (CET)

Following the conclusion of the first two virtual classroom sessions, participants will undertake a period of a self-study (of 20-30 hours). This independent study phase will be accompanied by the lecturer, up to the date of the final on-site session. Lecturers will support participants for approx. 8 hours online, in the form of an open office hour, a small group workshop (or similar), by arrangement.

#### Booking and contact

Register here: <https://www.academy-tu.berlin/en/courses/short-courses>

Should you have any questions, please contact the TU Berlin Academy Team at: +49 30 4472 0232 or via email: [info@academy-tu.berlin](mailto:info@academy-tu.berlin). We hope to see you in Berlin - or online - very soon!