

BRIDGING THE GAP

Change Management Foundation & Practitioner Course

Course Orientation

Empowering Change Leaders

July 2022

Outline

- About ElKattan Consulting
- What are Change & Change Management?
- ElKattan's Change Management Models
- Benefits and Learning Outcomes
- Certification Programs
- Learning Journey
- Facilitators
- Summary and Pricing

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About ElKattan Consulting

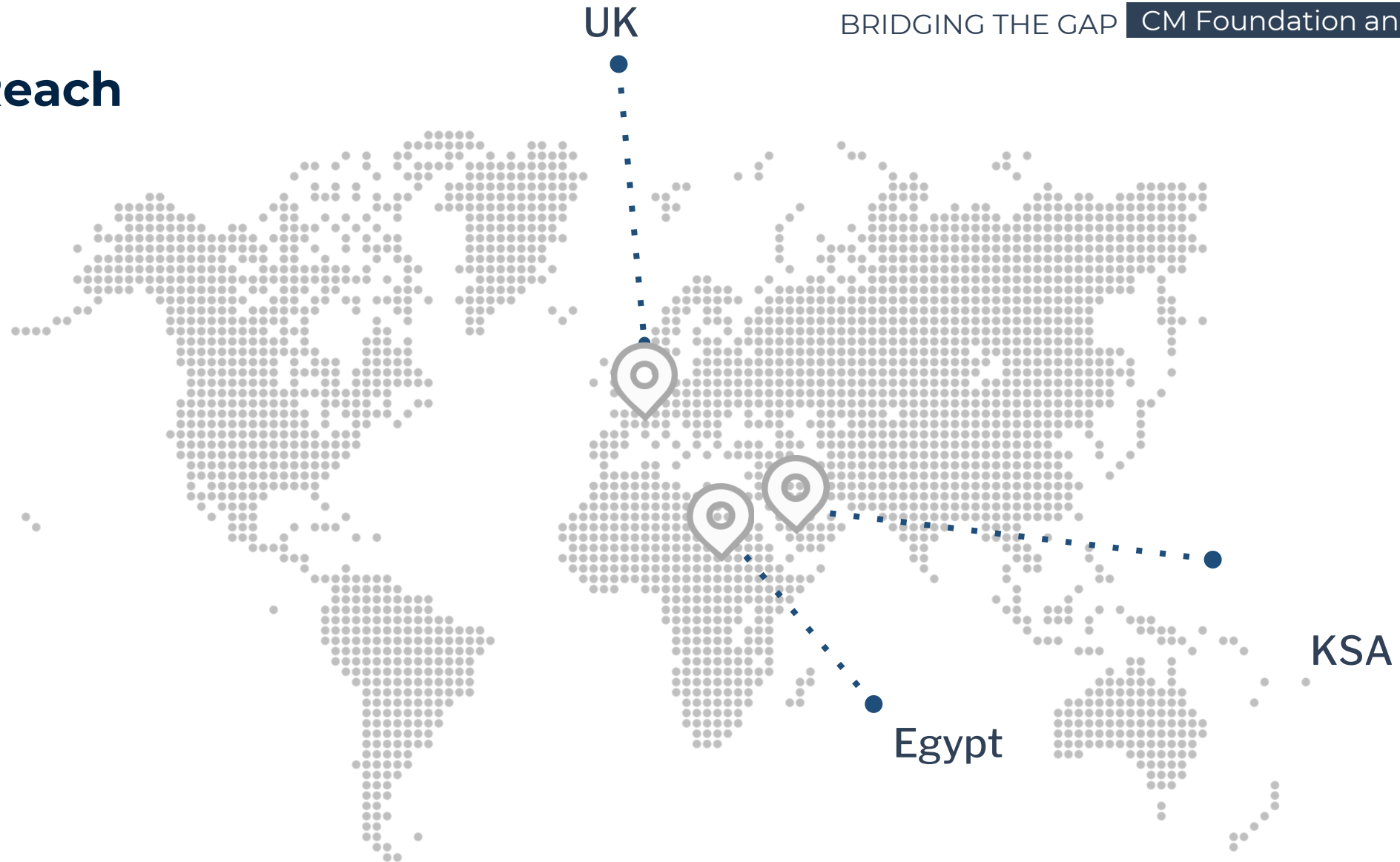


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Background

ElKattan Consulting is a UK-based firm established by Dr. Ali ElKattan and partners. The company is specialized in Change Management, Culture Management consultation and capacity building. Services are provided globally with focus on the Middle East region.

Our Reach



We are based in the UK and work in different parts of the world!

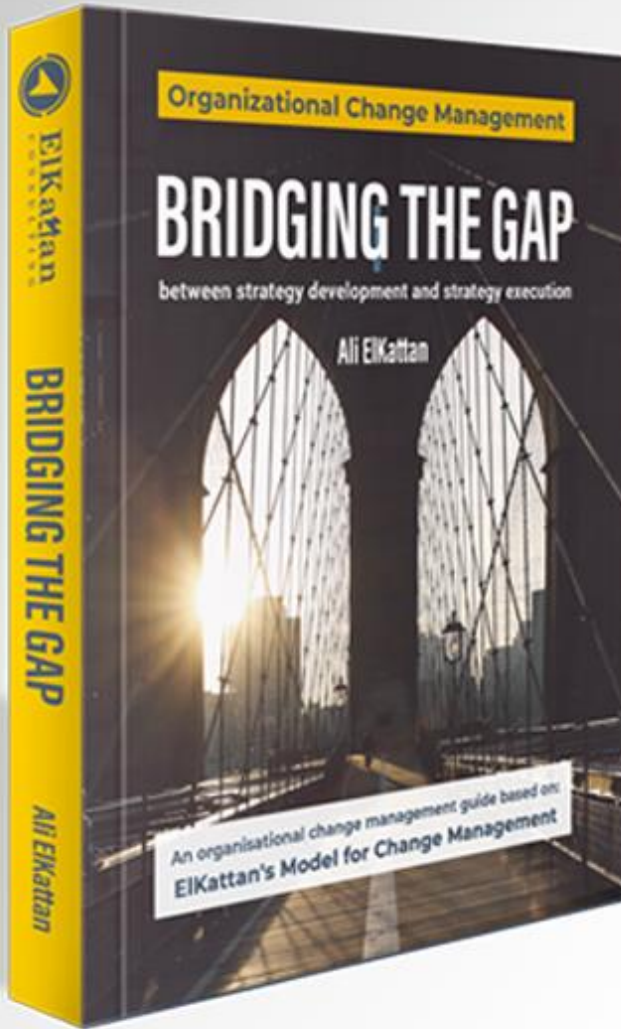
Mission

“ is to provide high quality consulting services and capacity building in the area of change management based on our research-based models, global best practices, and our deep understanding of local culture.”

Vision

“ is to develop change managers and leaders to have
a positive, deep, and long-lasting impact on
individuals, organizations, and communities.”





Our Organizational Change Management Guide

BRIDGING THE GAP

Between Strategy Development
and Strategy Execution

Available on
amazon





Our Change Management Training Programs are Available on Different Platforms

Change Management Foundation Course

إدارة التغيير لتحقيق الإستراتيجية

Available on

 **udemy**  **almentor**



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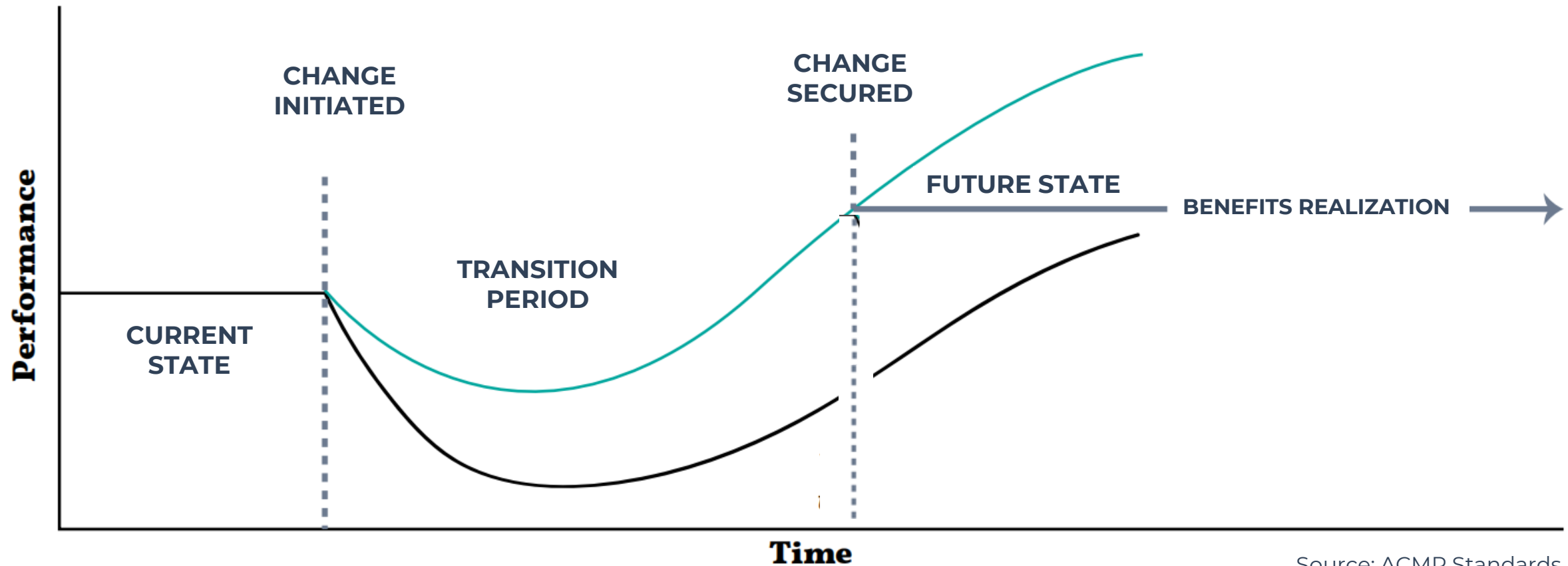
What is Change and Change Management?



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Change

is moving the organization in a transition period from a current state, to a future state engineered to achieve specific benefits.



Change Management is the used structured approach to manage the change

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ElKattan's Change Management Models



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Our Models are Supported by Different Entities

SMC+
UNIVERSITY

Hofstede
Insights

itim
International

Stakeholder



Awareness,
Competence
& Emotions

Communication



Change
Narratives &
Commitment

Organization

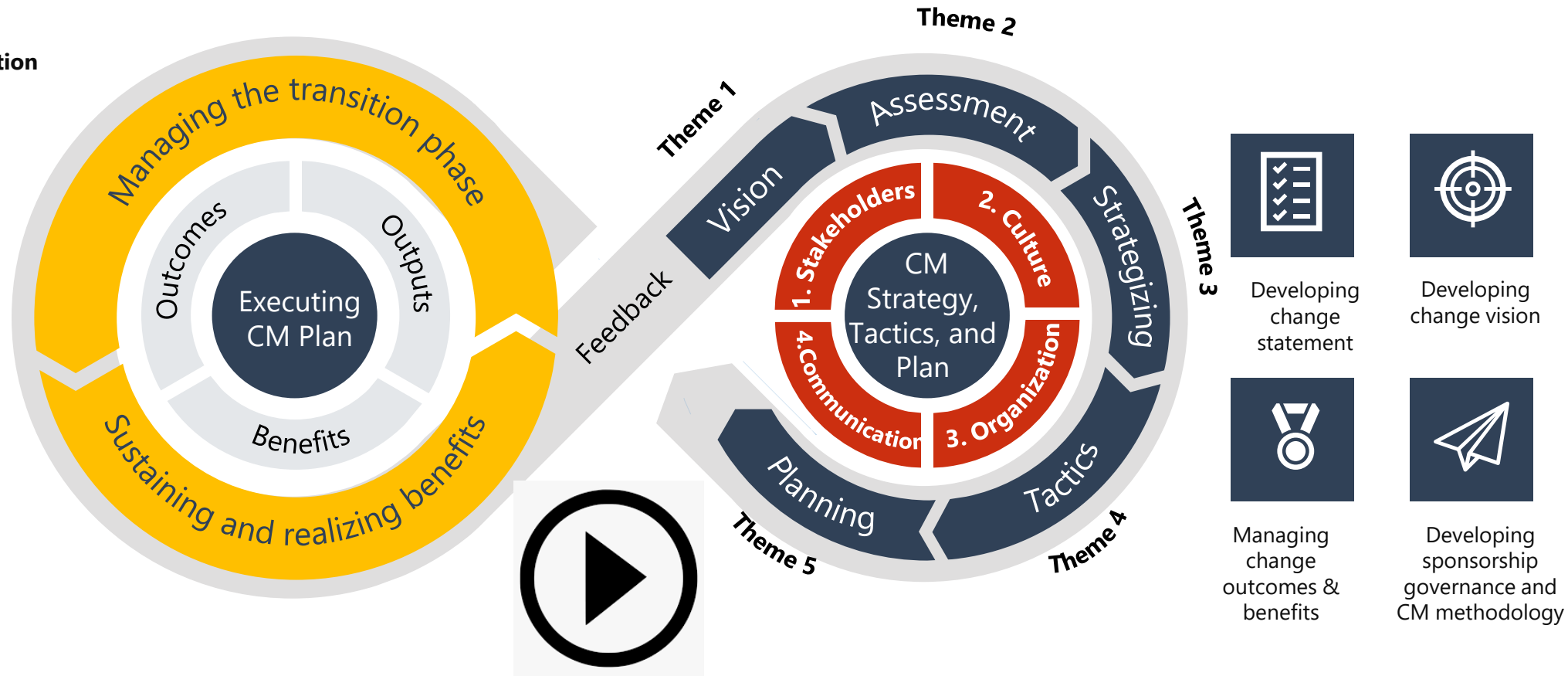


Structure, IT,
Systems &
Capacity

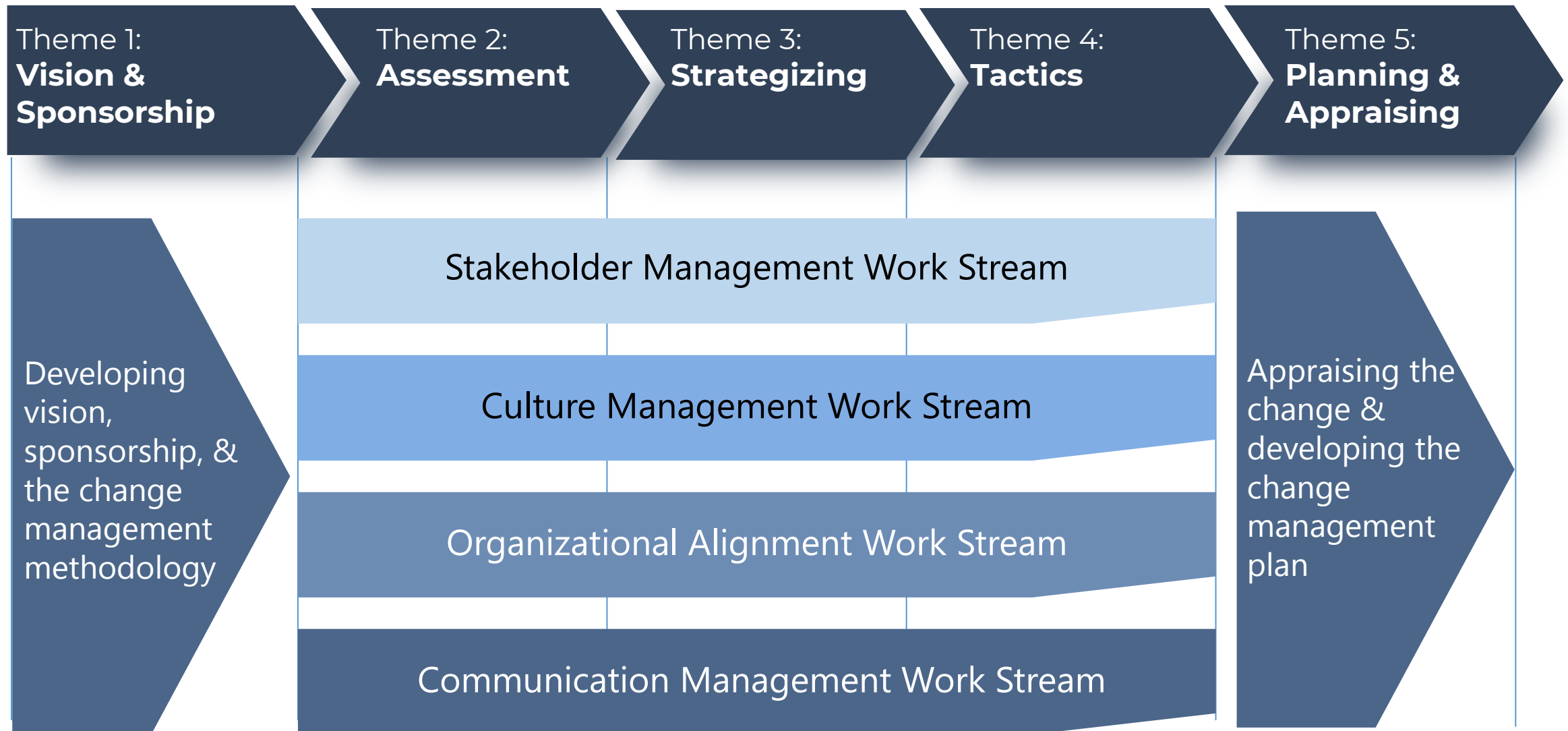
Culture



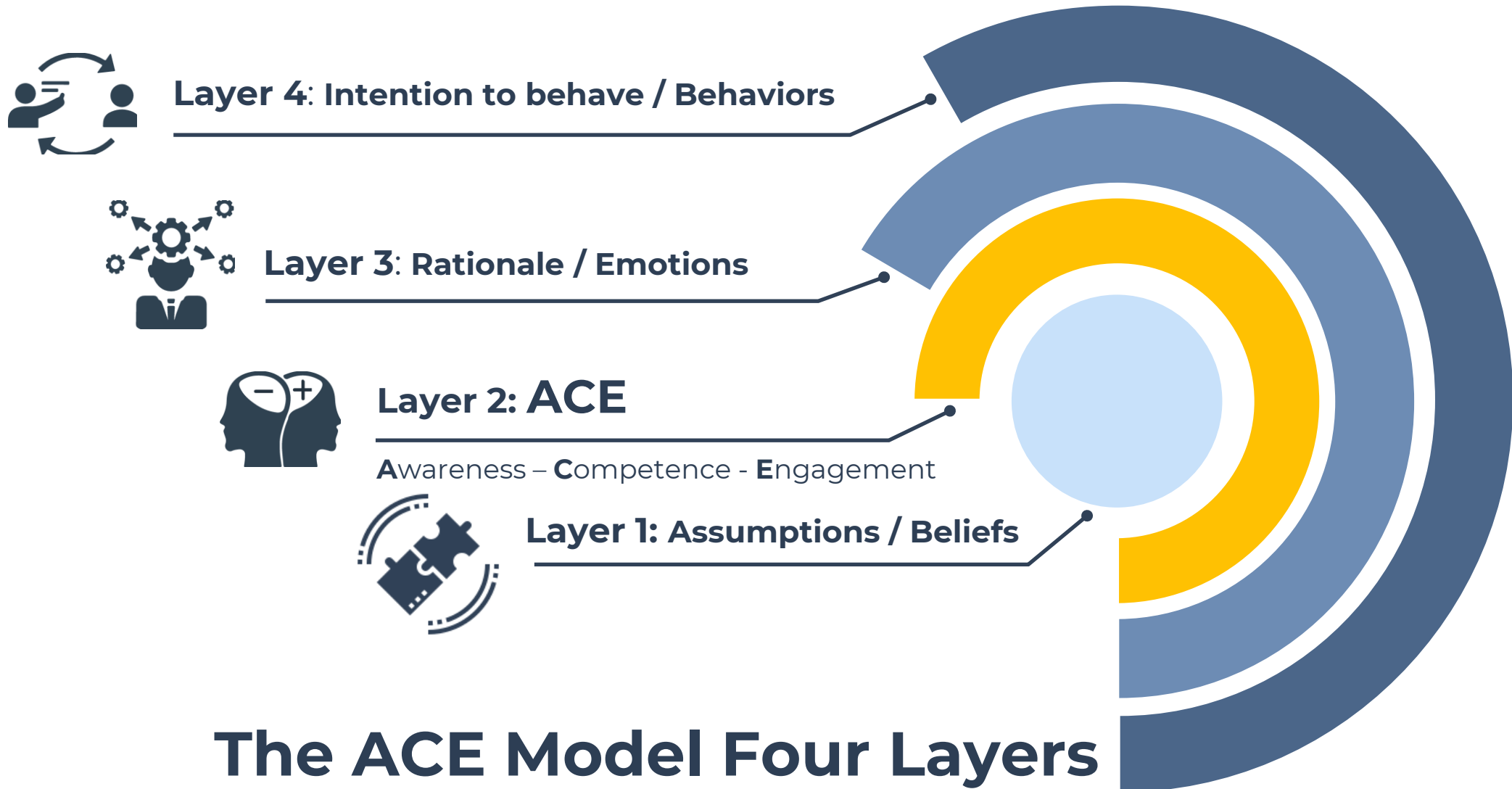
Behaviors and
mindsets



ElKattan's 5-Theme Model for Change Management



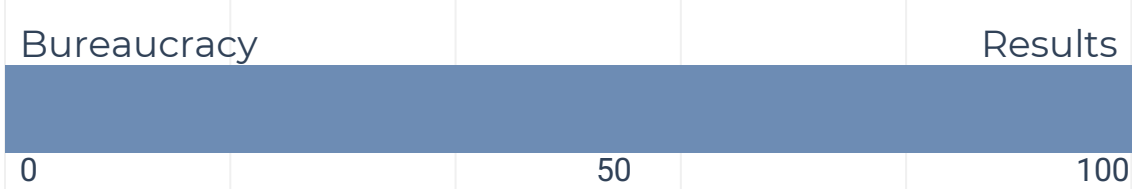
ElKattan's ACE Model



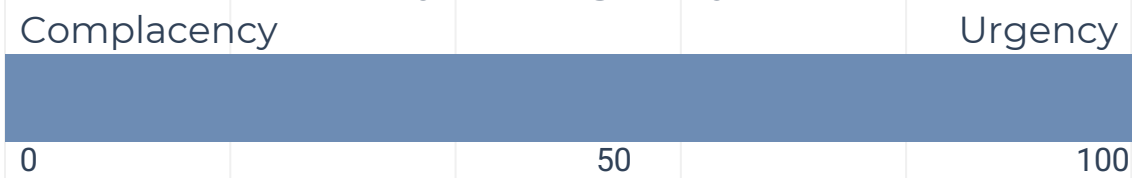
The ACE Model Four Layers

ElKattan's Culture Style Framework

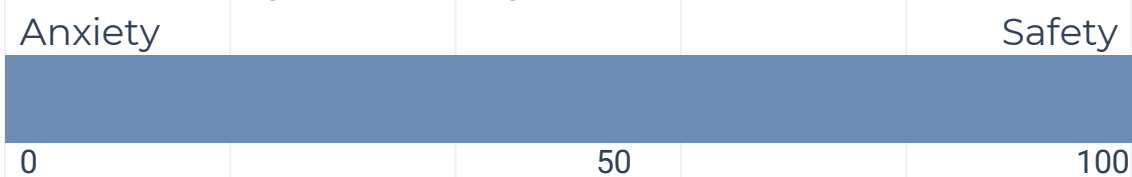
S1: Bureaucracy vs. Results



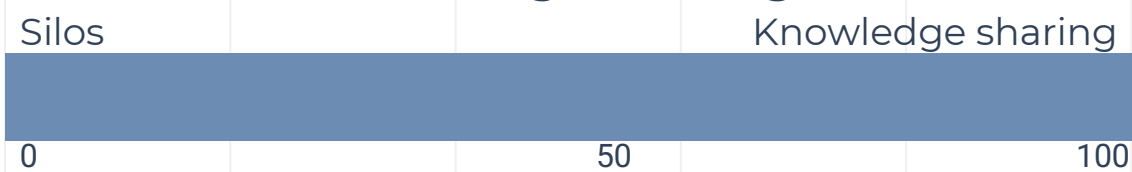
S2: Complacency vs Urgency



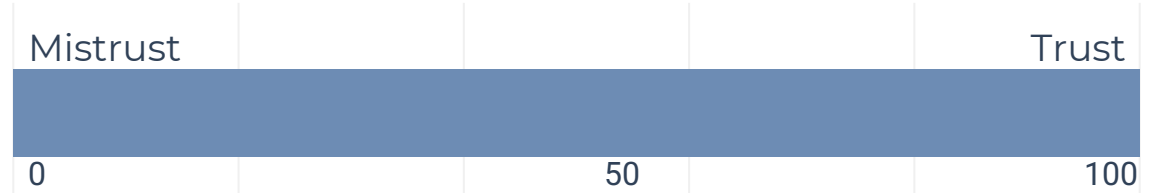
S3: Anxiety vs Safety



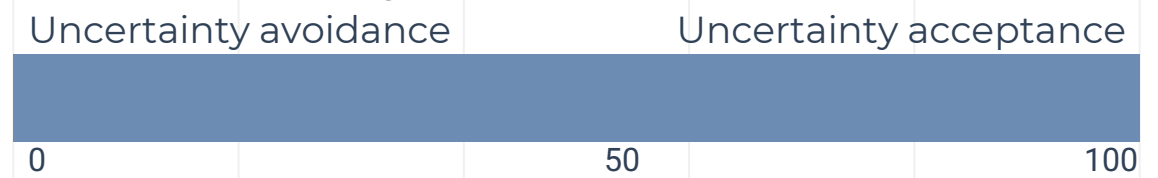
S4: Silos vs Knowledge sharing



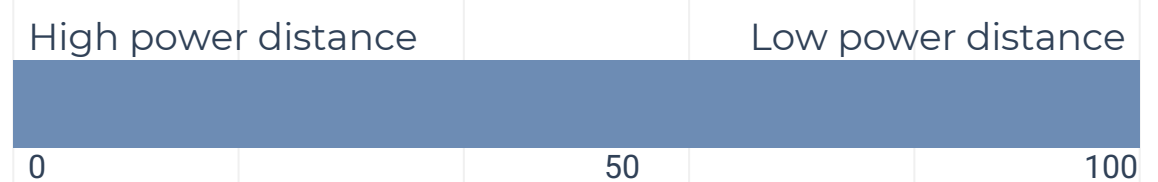
S5: Mistrust vs Trust



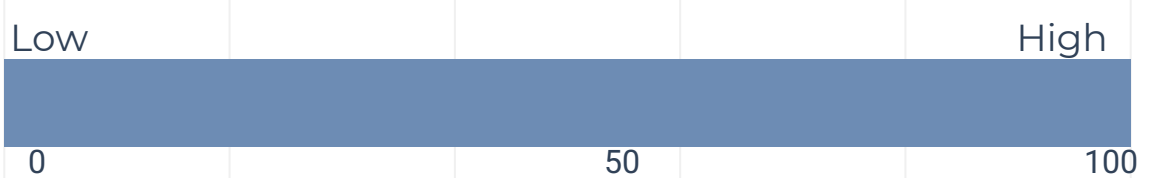
S6: Uncertainty avoidance



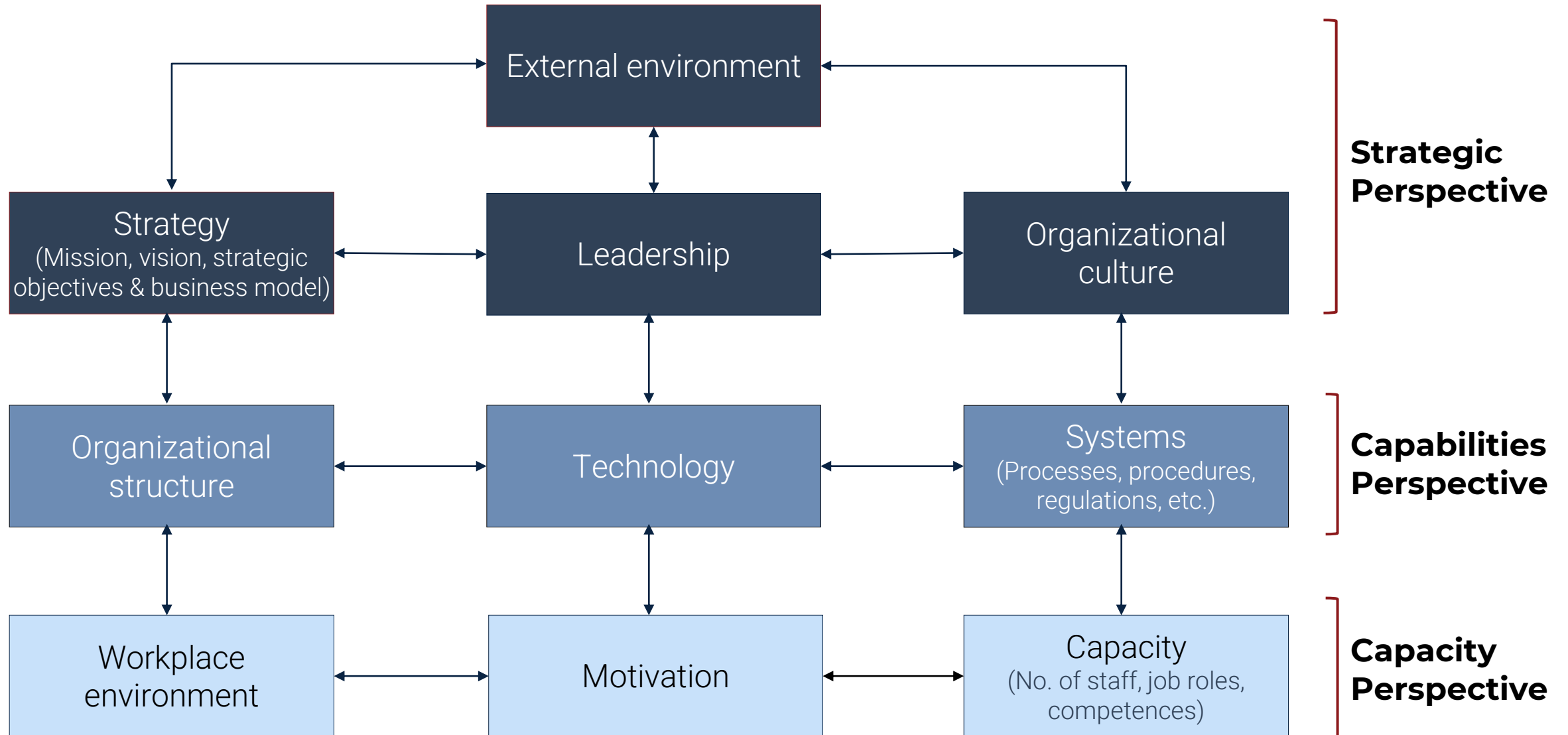
S7: Power distance



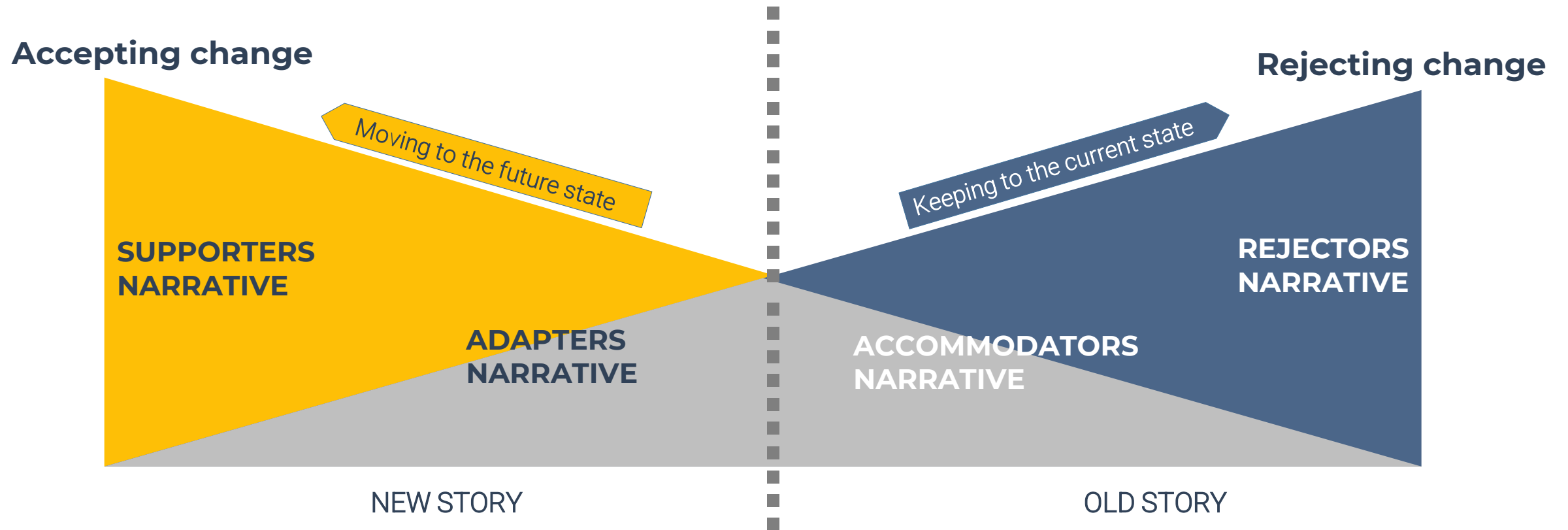
S8: Innovation



Organizational Alignment Framework



Empathetic Stories for Change Management



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Benefits and Learning Outcomes



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Our BRIDGING THE GAP: Change Management Foundation and Practitioner Course

Accredited by the

ACMP®

Association of Change Management
Professionals



Learning Experience

- Reading & videos
- Real case studies (3)
- Handouts
- Group activities (9)
- Individual activities (10)
- Group assignments (3)
- Quizzes (48 questions)
- Role play
- Real projects



Learning Experience

Day 1: Developing the Change Statement

8 Items ^

Providing an overview about change management, and start developing the change vision by defining what, why, by, what to achieve, and how.

Day #1 Readings & Videos

Day #1 Handouts

Day #1 Lectures and Recording

Day #1 Workbook - Group Activities

Day #1 Individual Activities

Day #1 Assessments

Day #1 Templates & Tools

Group Skill Practice Assignment (SPA) #1 - Change Statement

Benefits

- Improving your organization's performance
- Helping achieve the strategic initiatives.
- Implementing new changes efficiently.
- Understanding the gap between strategy development & execution.
- Reshaping the organizational culture.



Change Management Foundation & Practitioner Course

Overview:

This course is a deep dive into change management. It is an experiential learning experience that empowers you with the advanced knowledge, skills, and tools needed to lead successful organizational change initiatives. Throughout the training, you will work on one of your real change initiatives. You will also share challenges, solutions, and reflections with your peers.

By the end of this Change module, managers will be able to:

1. Learn how to develop your change statement and theory of change to get everyone aligned.
2. Develop your change vision and sponsorship.
3. Learn how to measure the change impact to develop the right change management methodology.
4. Understand how to identify, measure, and track the change outcomes and benefits.
5. Assess the current state from the stakeholder, culture, organizational alignment, and communication perspectives.
6. Strategize your change initiative from the different perspectives.
7. Identify the tactical activities to achieve the change management objectives.
8. Use change narratives to communicate your change initiative.
9. Estimate the budget and appraise your change initiative.
10. Develop your benefit measurement plan as well as the change management plan.

Training Format:

Video base, in-person, and online

Target audience:

Team leaders, senior managers, project managers, and consultants

Requirements:

At least four years of experience



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Certification Programs



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Change Management Foundation & Practitioner Course



The course is accredited by the Association of Change Management Professional (ACMP). and will enable the participants to apply for **The Certified Change Management Professional (CCMP™)**, which is a globally recognized credential established by the ACMP®.

CCMP™

Our Offering

Change Management Foundation & Practitioner Course



Certified Change Management Practitioner (KC3MP)



Change Management Foundation & Practitioner Course



The course enables the participants to apply for **The ElKattan Consulting Certified Change Management Practitioner (KC3MP™)** established by ElKattan Consulting.

KC3MP™

KC3MP™

Certified Change Management Practitioner (KC3MP)

Overview:

The course is currently bundled with the [ElKattan Consulting Certified Change Management Practitioner \(KC3MP\)](#) established by ElKattan Consulting. Applicants will be KC3MP certified if they successfully develop a change management project for a real change initiative.

This KC3MP certification certifies that you have the foundational knowledge, skills, and tools that enable you to lead change initiatives. You will be asked to practice and apply what you have learned in the [BRIDGING THE GAP: Change Management Foundation and Practitioner Course](#) by submitting a change management project and a reflection paper.

KC3MP Requirements:

1. Certificate of Completion of the BRIDGING THE GAP: Change Management Practitioner Course
2. Submitting the KC3MP project
3. Writing a reflection paper
4. Attending one-to-one meeting.

Benefits:

- Sharpen your knowledge and skills as you will apply on a real change initiative
- Improve your organization's performance and help achieve the strategic initiatives and objectives.
- Realize how change management fills the gap between strategy development and strategy execution.
- Get empowered to be able to lead effectively and efficiently new strategic change initiatives..
- Realize how to link the theory with practice in real project.



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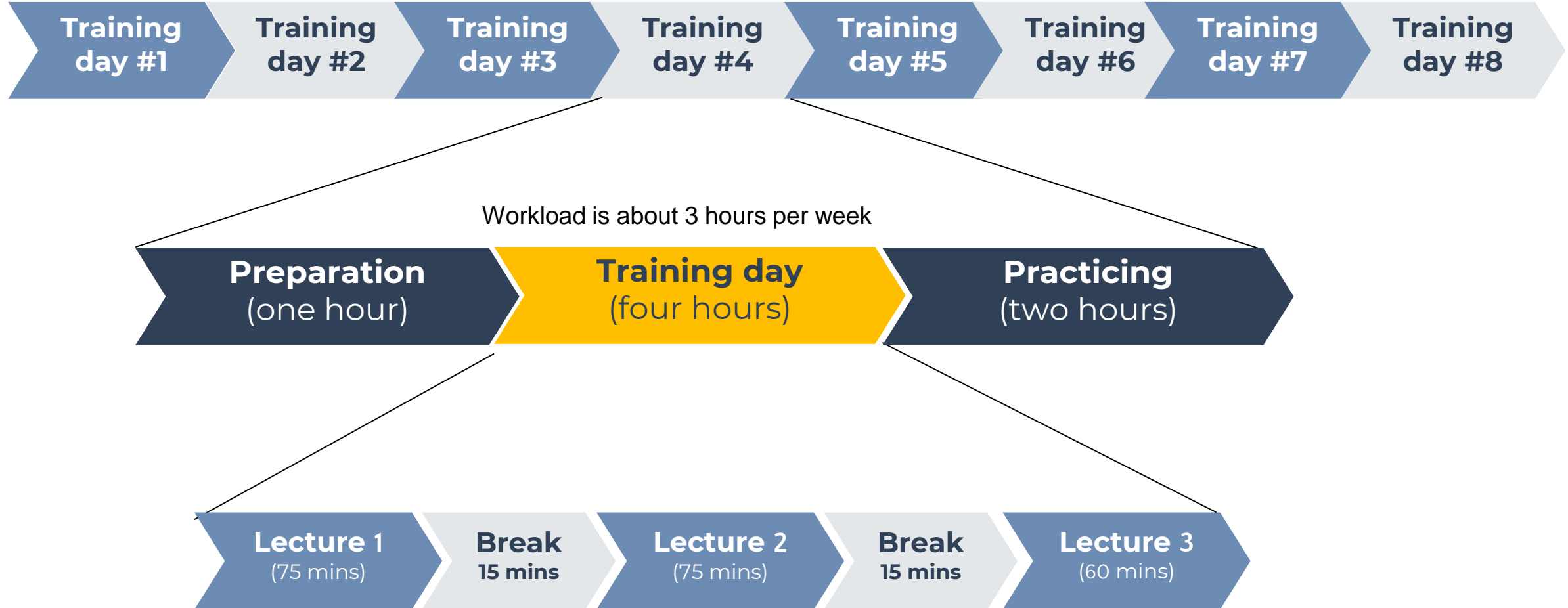
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Learning Journey



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Learning Journey



Learning Journey – Training Days

Day 1 Developing the Change Statement

Day 2 Developing the Change Vision

Day 3 Developing the Sponsorship Governance & CM Methodology

Day 4 Stakeholder Management Work Stream

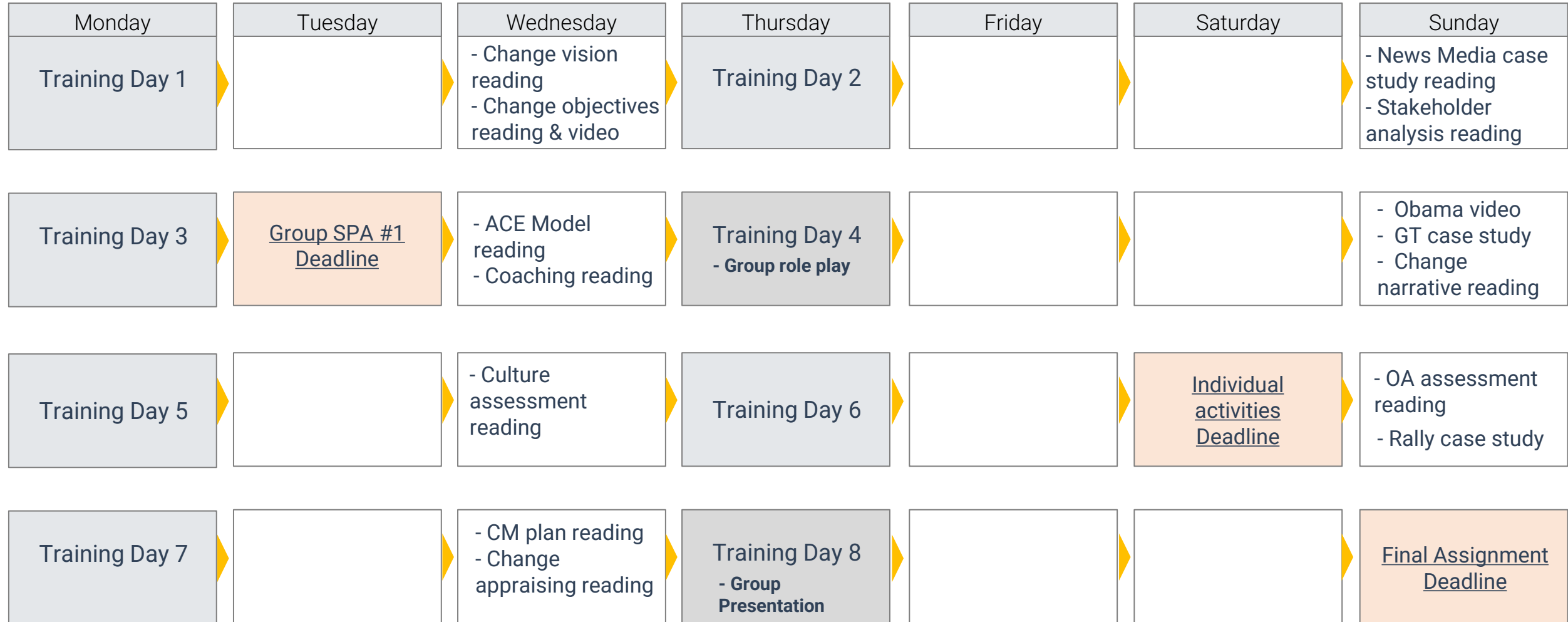
Day 5 Communication Management

Day 6 Culture Management Work Stream

Day 7 Organizational Alignment Work Stream

Day 8 Change Management Planning and Appraising

Course Roadmap



#	Task	Type	Date
1	Group skill practice assignment - Change statement	Group assignment	Second week
2	Coaching role play	Group role play (10 minutes)	Training Day #4
3	Completing individual activities (Day #1 to Day #6)	Individual activities	Third week
4	Change management innovative presentation	Group presentation (10 minutes)	Training Day #8
5	Final course assignment - Change charter Last	Individual assignment	10 days after the last training day

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Facilitators



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Ali Elkattan



Ali Elkattan

Managing Partner

Overview

Elkattan's academic and professional background as a manager, consultant, and instructor spans a period of over 30-years. Recently, he served as an Assistant Professor and the Director of Graduate Studies at Nile University, from which he obtained his MBA in coordination with IESE Business School, followed by a Doctorate Degree in Business Administration from the Swiss Management Center University with a specialization in Change Management.

He teaches at the undergraduate and postgraduate levels, and has taught the following courses: Change Management, Entrepreneurship, Culture Management, Organizational Behavior, Strategic Management, Project Management, and Operations Management.

Elkattan is the founder and managing partner of Elkattan Consulting, which is a UK-based firm established by Ali Elkattan and partners. The company is specialized in Change Management consultation and capacity building.

He is the developer of the Elkattan's 5-Theme Model for Change Management, author of the paper: The Five Themes of Change Management, and author of the change management guide: **BRIDGING THE GAP: between strategy developing and strategy execution**.

Elkattan has been a regional CEO and management consultant for a wide range of commercial enterprises. His industry exposure and expertise includes telecommunications, manufacturing, IT services, software development, system integration, animation, oil and gas, pharmaceutical, healthcare, agriculture, translation and localization, real estate, government, and non-profits.

Educational Background

- BSc in Engineering
- MBA
- DBA

Years of Experience

- 30+

Nationality

- Egyptian

Strengths

1. CATALYST
2. OPTIMIST
3. EMPATHEIZER
4. ANALYST
5. COACH

Mustafa Monir



Mustafa Monir

Principal & Coach

Overview

Monir's background as a change executive, project manager, community organizer, and university teaching assistant spans a period of over 6 years. After graduating from Mansura University in 2013 with a degree in civil engineering, He landed his first job working as a Project Management Engineer for Connect Consulting Office and managed 30 Residential sites , where he spent 2 years of management. Since this experience he decided to dig deep more in management sciences and widen his scope of management, leadership and change learning till he had his final career shift as program manager.

His industry exposure and expertise further expanded to include: Education, Civil engineering, Corporate and Non-profits.

He is the Online MBA Program Manager at Nile University, his scope includes setting the online courses plan with the Program Director, evaluating the program and re-planning based on the evaluation. He was also a Teaching Assistant with Dr Ali ElKattan in his Organizational Behavior and Change Management course.

Currently, he is a Teaching Fellow at Harvard Kennedy school, teaching online course: Leading Change - Leadership, Organizing and Action. The course enables community organizers to lead changes and build leadership capacity of their community. It's in this position that he is cultivating multi-cultural working relationships and experience.

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Summary and Pricing



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Practitioner Course vs. KC3MP

	CM Foundation & Practitioner Course	KC3MP (ElKattan Consulting Certified Change Management Practitioner)
Duration	32 training hours	Up to 6 weeks after completing the course
Requirements	<ol style="list-style-type: none"> 1. Attendance 2. Completing course activities 3. Submitting final assignment 	<ol style="list-style-type: none"> 1. Submitting the KC3MP project 2. Writing a reflection paper 3. One-to-one meeting
Outputs	<ol style="list-style-type: none"> 1. Certificate of Course Completion 2. Course Badge 	<ol style="list-style-type: none"> 1. KC3MP Certification 2. KC3MP Badge
Price	\$800	\$200

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