



Strategic Leadership in Awareness and Change Management

www.masterpeaktraining.com

phone: +905302682631

Email: info@masterpeaktraining.com

Classroom Dates

17 – 21 March 2025	Dubai (UAE)	5950€
31 March – 4 April 2025	Istanbul (Turkey)	5950€
14 – 18 April 2025	London (UK)	5950€
28 April – 2 May 2025	Dubai (UAE)	5950€
12 – 16 May 2025	Istanbul (Turkey)	5950€
19 – 23 May 2025	Amsterdam	5950€
26 – 30 May 2025	Dubai (UAE)	5950€
2 – 6 June 2025	Amsterdam	5950€
23 – 27 June 2025	Dubai (UAE)	5950€
7 – 11 July 2025	Abu Dhabi (UAE)	5950€
21 – 25 July 2025	Dubai (UAE)	5950€
4 – 8 August 2025	Doha (Qatar)	5950€
18 – 22 August 2025	Dubai (UAE)	5950€
1 – 5 September 2025	Paris (France)	5950€
15 – 19 September 2025	Madrid (Spain)	5950€
29 September – 3 October 2025	Milan (Italy)	5950€
13 – 17 October 2025	Dubai (UAE)	5950€
27 – 31 October 2025	Kuwait	5950€
10 – 14 November 2025	Dubai (UAE)	5950€
24 – 28 November 2025	Amsterdam	5950€
8 – 12 December 2025	Dubai (UAE)	5950€
22 – 26 December 2025	Barcelona (Spain)	5950€

Online Training Dates

Dates	Venue	Fees
14 – 18 April 2025	Online	3950€
2 – 6 June 2025	Online	3950€
7 – 11 July 2025	Online	3950€



Course Overview

This course is designed to equip leaders with the skills and strategies needed to drive successful change initiatives. Participants will learn how to create awareness, engage stakeholders, manage resistance, communicate effectively, and sustain long-term change. Through interactive workshops, case studies, and practical exercises, leaders will develop a structured approach to leading transformation efforts within their organizations.

Who Should Attend?

This program is ideal for:

- Senior Executives and Managers responsible for driving change
- HR and Organizational Development Professionals
- Project and Change Managers
- Team Leaders and Department Heads
- Professionals involved in business transformation initiatives

Course Objectives:

By the end of this course, participants will be able to:

1. **Understand Change Leadership** – Align change initiatives with organizational goals and drive transformation.
2. **Increase Awareness & Engagement** – Communicate change effectively and gain stakeholder buy-in.
3. **Manage Resistance** – Identify and address resistance to build adaptable, resilient teams.
4. **Enhance Strategic Communication** – Deliver clear messages and maintain morale during transitions.
5. **Sustain Change & Measure Success** – Embed change into the culture and track progress for long-term impact.

Course Outline:

Day 1: Leadership in Change Management

- Understanding the critical role of leadership in managing change
- Key principles: preparation, communication, and execution of change initiatives
- Aligning transformation efforts with organizational strategy and long-term goals
- Identifying and empowering change leaders within the organization
- Case studies: Leadership strategies for successful change across industries

Day 2: Building Awareness and Stakeholder Engagement

- Techniques for increasing awareness and understanding of change initiatives
- Communicating the vision, goals, and benefits of change
- Gaining stakeholder and employee buy-in through effective engagement strategies
- Assessing organizational readiness for change and overcoming resistance
- Workshop: Developing an awareness and engagement strategy for real-world change scenarios

Day 3: Overcoming Resistance and Leading Through Uncertainty

- Identifying common causes of resistance and developing proactive solutions
- Strategies to foster adaptability and resilience in teams facing change
- Managing difficult conversations and addressing stakeholder concerns

- Collaborative approaches to reducing resistance and enhancing cooperation
- Group activity: Role-playing real-world resistance scenarios and response strategies

Day 4: Strategic Communication for Change Leaders

- Crafting clear, compelling messages to communicate change effectively
- Customizing communication approaches for different stakeholder groups
- Leveraging digital platforms and modern tools to enhance change messaging
- Managing uncertainty and maintaining team morale during periods of transition

Day 5: Sustaining Change and Measuring Success

- Embedding change into organizational culture for long-term impact
- Monitoring and evaluating progress with key metrics and performance indicators
- Recognizing and celebrating successes to reinforce positive change
- Developing a leadership strategy for continuous improvement and future change efforts



DOCUMENTATION

The **MTC team** has meticulously prepared **high-quality training materials** for distribution to all delegates.

CERTIFICATES

An **accredited Certificate of Completion** will be awarded to participants who successfully attend and complete the program.

SCHEDULE

Course sessions are scheduled as follows:

- **Morning Session:** 09:00 AM – 1:00 PM
- **Afternoon Session:** 01:00 PM – 05:00 PM

REGISTRATION & PAYMENT

To register, please complete the **registration form** available on the course page and submit it with your **preferred payment method**. Alternatively, you can contact us via **email or WhatsApp** for assistance.

TRAVEL & TRANSPORT

We ensure a **seamless travel experience** by providing **airport-hotel-airport** transfers for all participants.