

CUSTOMER ENGAGEMENT

Leadership in times
of change



crmpartners

Leadership in times of change

Summary

Did you know that the role of the leader in change management is both the biggest contributor and biggest obstacle to success? Only 19% of all leaders completely understand what their role really means. This results in less visibility, engagement and communication which all have a significant effect on the project's success. Do you want to do it differently and guide your sponsor through the necessary actions?

Results

You will better understand your role as sponsor and the activities you should engage in

You will learn how to manage resistance within the leadership team of your organization

You will gain insights into the strength of your change ambassadors

You will be able to lead your organization through change

Details

Duration 3 days

Costs € 4.750

Deliverables

A sponsor assessment

You will be coached on how to fulfil your role as sponsor

Analysis and visualization of the strength of your change coalition

Sponsor roadmap with next steps

