

# Driving Organizational Change

**Achieving business goals through purposeful change management**

**In-person**

March 24–27, 2025

Oct. 27–30, 2025

\$10,050

In today's complex global business environment, it's no longer enough to merely respond to change. Successful leaders must anticipate the impact of marketplace adjustments, new regulatory requirements, a change in business strategy or the implementation of new technology within their organizations. By taking a holistic approach to their change initiatives, these leaders create an agile work environment while promoting organizational resilience.

In this innovative program, you'll engage in project-focused learning using your own challenges as a platform for putting the latest theories and tools into practice. Through a series of interactive case studies, lectures, discussions and the application of real examples from your workplace, you'll be prepared and motivated to guide your organization through critical change. An interactive change management simulation will pull together key concepts to bring new change efforts to life.

We encourage organizations to send teams to this program. Together, colleagues will have the opportunity to create a plan, get feedback from faculty and other leaders with a fresh perspective and become "change champions."

**Special Discount: When registering, use code EXTRA15 in the "Affiliation ID" box to save 15% on the upcoming session.**

**"Organizational change is a given. Driving organizational change is essential. The tools and ideas I obtained in the program have been put to immediate use! Two months after attending, our organization entered into a joint operating agreement with another nonprofit. I now feel prepared to face any organizational challenges ahead."**

PRESIDENT/CEO, INTERNATIONAL AID, INC.

## Key benefits

- Explore the relationship between organizational strategy, the external landscape, and change agendas
- Understand the dynamics between change management, organizational design and project management
- Develop an action plan for your own real-life change challenge
- Appreciate the psychological and physical demands of change on the people within an organization
- Gain a robust and reusable change management strategy to solve your organization's unique challenges

## Who should attend

- Senior-level executive leaders who want to create value through reframing and driving organizational change
- Cross-functional executive teams who are tasked with reframing and driving organizational change
- Groups or teams charged with delivering a change initiative

Learn more and apply: [kell.gg/kxorgchange](https://kell.gg/kxorgchange)

\* Your in-person program fee includes accommodations, meals and course materials.  
Dates and program fees are subject to change.

## Program content

This program operates as a hands-on workshop, where participants are invited to bring their current change initiatives—at any stage of development—to work on. The program covers various change management models but does not adhere to a single methodology.

Instead, it selects multiple models to address a crucial question: What are the common obstacles to successful change efforts, and how can we overcome these barriers and seize new opportunities?

### Anticipating and defining necessary organizational change

- Consider the impact of change on the entire organization
- Understand how the business landscape and business strategy act as the guiding force for most change agendas
- Define what the desired state of change is and how it differs from the current state

### Planning for organizational change

- Connect change efforts to a defined business strategy, in addition to building a change vision and communication plan
- Consider the institutional enablers and barriers to change based on the organization's history and culture
- Collect and synthesize key data to guide the direction and impact of change plans
- Identify and understand how to address key stakeholders' concerns

### Implementing the organizational change plan

- Efficiently execute the change agenda and manage resistance with key stakeholders
- Manage and reduce the “productivity dip” that typically arrives when change is introduced
- Recognize and capitalize on the crucial role that frontline managers play in the rollout of change
- Connect change management plans to related project management plans
- Learn to build and deliver four key change implementation plans addressing communications, education, accountability, reward systems and resource support
- Communicate effectively throughout the life of the change effort
- Discover how to use advocacy and influence to promote and drive the change agenda with key stakeholders

### Sustaining organizational change

- Explore the psychology and physiology of change
- Identify key change metrics and create a system for monitoring progress and success
- Discover how to create a flow of sponsorship for change to each level of the organization
- Identify and integrate the essential behaviors and accountabilities that will sustain the change effort long-term

## The faculty

Kellogg has assembled for this program a faculty that represents the cutting edge of management theory and the gold standard of practice. Thought leaders, dedicated teachers and seasoned practitioners will help you gain the knowledge and insight you need to drive change, create value and ignite growth.

#### Jill Zimmerman

Academic Director; Adjunct Professor, Organizational Change and Senior Program Director, Kellogg Executive Education Custom Programs; Executive Coach; Industrial/Organizational Psychologist

#### Shana Carroll

Clinical Associate Professor of Management Communications; Associate Chair of the Management & Organizations Department; Co-Director of the Leadership Development and Communications Program (LDEV)

#### Richard Jolly

Clinical Associate Professor of Management & Organizations

#### Stephen King

Adjunct Professor of Executive Education

#### Loran Nordgren

Professor of Management and Organizations

#### Nicholas A. Pearce

Clinical Professor of Management & Organizations

*Please note:  
Faculty is subject to change.*



### Your learning experience

Whether you choose to join us in-person or in a live virtual format, you'll be immersed in a rich learning environment that fosters personal growth. You'll be guided through a transformative experience with our world-renowned faculty and active engagement with your peers.

Learn more and apply:  
[kell.gg/kxorgchange](https://kell.gg/kxorgchange)

Consult with an Advisor:  
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