

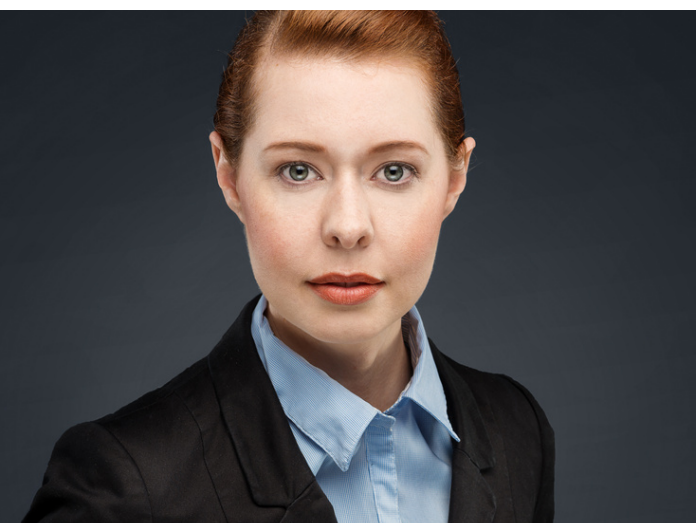
LEADING CHANGE

ABOUT THE PROGRAM

The pace of change in today's business environment requires leaders to be adaptive, innovative, and forward-thinking. In this executive education program, participants will develop the skills necessary to lead change effectively. The program will focus on two critical areas: behavioural design and neuroscientific practices.

Behavioural design is an emerging field that applies behavioural science principles to design more effective and efficient systems, processes, and experiences. Neuroscientific practices, on the other hand, use the latest findings from neuroscience to improve decision-making, problem-solving, and communication skills. Over the course of this program, participants will explore the intersection of these two fields and learn how to apply them in the context of leadership.

Through a series of interactive sessions, case studies, and exercises, participants will develop a deep understanding of how behavioural design and neuroscientific practices can be used to drive change and create impact within their organisations.



Anne-Lena Jost
PROGRAM DIRECTOR

WHO SHOULD ATTEND

Mid to senior-level executives who are responsible for leading change within their organisations

Team Leaders who are interested in understanding the behavioural and neuroscientific aspects of change management in order to better manage their teams

HR managers who seek to empower people with human-centred and behavioural focused approaches to drive change initiatives

THIS PROGRAM INCLUDES

Workshops
Case Studies
Huddles
Prototyping

WHAT YOU WILL LEARN

- ✓ Understand the principles of behavioural design and how to apply them in the context of leadership
- ✓ Learn about the latest findings from neuroscience and how they can be used
- ✓ Develop strategies for leading change effectively by using behavioural design and neuroscientific practices
- ✓ Learn how to create a culture of learning within the organisation
- ✓ Develop a personal action plan to apply the concepts learned in the program

THE CURRICULUM

MODULE 1: CHANGE MANAGEMENT

CHANGE MANAGEMENT
AND HUMAN BEHAVIOUR

CHANGE MANAGEMENT
MODELS: TRADITIONAL VS.
MODERN APPROACHES

UNDERSTANDING
PATTERNS OF CHANGE

DIMENSIONS AND
COGNITIVE PATTERNS OF
CHANGE

MODULE 2: SHAPING ORGANISATIONAL STRUCTURES

ORGANISATIONAL STRESS
IN COMPLEX
ENVIRONMENTS

UNDERSTANDING
CULTURAL HABITS

COGNITIVE BIASES AND
MENTAL MODELS

A PRACTICAL GUIDE TO
DESIGNING BEHAVIOUR

MODULE 3: CHALLENGES OF CHANGE

DESIGNING APPROACHES
TO BREAK DOWN
RESISTANCE

UNDERSTANDING STRESS
AND THE ROLE OF
LEARNING

CREATING FLOW STATE
AND PERFORMANCE
CULTURE

HOW TO CHANGE
YOURSELF FIRST