



Change Management for Digital Transformation

TRAINING

Optimise Adoption, Address Resistance and
Drive Innovation



Facilitated by
MUSTAFA GHULAM
Transformation and Process Specialist

Online → 16 & 23 April 2024



Overview

According to McKinsey & Company, a whopping 70% of digital transformations fail.

Why? Technology project goals are often improperly defined and poorly communicated. This frightens and frustrates employees. Instead of adoption, you get resistance, misalignment across departments and competing interests without common goals. Change management (or lack of) can make or break modernisation initiatives. However sometimes its not a key focus but is a part of the project that you are in a crucial position to influence and make decisions on.

This online training course has been developed for IT leaders who are leading transformation and modernisation initiatives in the public sector. It will focus on strategic planning and communication skills to influence and drive transformation forward. It will address the common challenges that IT specialists encounter and. In addition it will investigate some of the recurrent break points that cause projects to fail.

It will enable IT managers to effectively communicate and engage with stakeholders, including senior management, staff, and end-users, throughout the change process.

Learning Objectives

- Understand the principles of change management
- The role of change management in driving technology innovation
- Apply change management to unlock your goals
- Communicating goals and engaging with stakeholders
- Optimising adoption
- Pre-empting and addressing resistance
- Setting up for continuous improvement

Why Attend

- Build your change management skills
- How to address resistance
- Gain an insights into change management frameworks and methodologies
- Understand how evaluate and monitor progress
- Planning next steps

Who Should Attend

Directors, Assistant Director, Manager, Project Manager, and Leads of:

- **IT, ICT and Technology**
- **Business Transformation**
- **Change Management and Transformation**
- **Innovation and Digital Transformation**

Meet Your Facilitator



MUSTAFA GHULAM

Transformation and Process Specialist

Mustafa has 23 years' experience in five countries across range of industries. He has uniquely worked in all the three tiers of public service (federal, state, and local government).

Mustafa is a dual certified change manager, certified project manager and a Lean Six Sigma Master Black Belt from Cardiff University.

Mustafa is passionate about leading system and process improvement using effective change management to improve employee and customer experiences.

Mustafa is a known conference speaker and has delivered case studies and panel discussions for 10+ national and international conferences. He is a father of three active kids and likes to spend his spare time with his family and especially loves to travel and explore new cuisines!

Come Prepared With

This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you are facing in your organisation.

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space

Register Early & Save

Extra Early Bird	Early Bird	Standard Price
Register by 9 th Feb	Register by 8 th Mar	Register by 15 th Apr
\$795 + GST	\$995 + GST	\$1,195 + GST
Save \$400	Save \$200	-

CLICK HERE TO REGISTER

*Group Discounts Available - Contact Registration at registrations@publicsectornetwork.com or Call on **(02) 9057 9070**

Module 1 – Principles of Change Management

10:00am Welcome and Introductions

10:30am The Dynamics of Change in Digital Transformation

- Context for change
 - The Human Element
 - Models of change management
-

11:15am Break

11:25am The Role of Change Management in Innovation and Digital Transformation

- What is innovation? A shared definition
 - Digital Transformation in the public sector
 - Common barriers to transformation
-

12:05pm Lunch Break

Module 2 – Goal Setting and Strategy

12:35pm Setting Goals and Crafting a Strategy

- Why is a compelling Vision important?
 - Exploring examples and tools
 - Group Discussion
-

1:20pm Break

1:30pm Crafting a Strategy: Adopting a structured approach to change

- Identify objectives, scope, and stakeholders
 - How to assess risks and impacts of the change
 - The resources and capabilities needed to implement the change successfully
-

2:15pm Reflections and Closing remarks

2:30pm End of Day 1

Module 3 – Navigating Resistance and Adoption

10:00am Welcome and Recap

10:15am Addressing Resistance in the Public Sector

- Involving staff and all stakeholders
- Communication
- Managing resistance
- Group discussion

11:15am Break

11:25am Enabling Adoption among Internal Stakeholders

- Opportunities to see, feel, touch, and try
- Fostering a learning environment
- Change experiments
- Tips and tricks

12:05pm Lunch

Module 4 – Next Steps

12:35pm Monitoring and Analysing Progress

- Monitoring achievement of strategy
- Adjustments and feedback
- Monitoring post change

1:20pm Break

1:30pm Planning for Continuous Improvement

- Moving away from Set and Forget
- Flexibility and responsiveness
- Culture of continuous improvement

2:15pm Reflections and Closing remarks

2:30pm End of Day 2

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