



## A COURSE

### BASED ON NEURO-COGNITIVE & BEHAVIORAL APPROACH IN PRACTICE

## « EFFICIENT CHANGE MANAGEMENT STRATEGY – ALL YOU NEED TO KNOW »

### ABOUT THE COURSE

**Nowadays change is constant both in our lives and in the organizations we work for.**

The business, organisational aspects must be regularly adapted and improved in order to face competition. One can constantly change and update systems or procedures and they will continue to work and be more efficient. But the organisation consist not only with systems and buildings but also with people and relationships. And people unlike machines are more difficult to predict. Neglecting the human aspects of the change is counterproductive and the end may backfire on performance of the whole company.

**This course allows you to find a right balance between business and human side of the change process.**

During the course you will learn about the latest developments in neuroscience that explain why people who support the change at an intellectual level do not always make the behavioural changes required. The INC method will illustrate how our brains influence social interactions and behaviour, how people react to change, stress and therefore how the best leaders can manage people through it.

No two changes are ever alike. They vary on every dimension from size and complexity to purpose and context. There is however a common architecture in all successful changes. As it is important to know all the elements necessary for a sound process, built on a solid foundation, the course describes the most crucial steps to create such a thorough architecture.

Ultimately, managing change can be easy, fun, and successful. You just need to build up a right strategy that will motivate you and those around you. Thanks to that you and your organization become stronger and more efficient. The case studies give a great opportunity to acquire and practice the necessary skills.

#### GOAL:

The course is to familiarize managers, leaders and persons responsible for a change with the most important efficient and successful methods. It is based on the neuro-cognitive and behavioral approach that make it more novel, interesting and to the point. It is to present a right balance between business and human side of the change process. This course provides the knowledge and tools necessary to make the change successful.

#### ADDRESSED TO :

All professionals who initiate and carry out a change process :

- managers,
- executives,
- heads of department,
- project managers,
- program managers ...



**PROGRAM : 2 DAYS** (the course can be tailor-made; adapted to the company's need)

**DAY I. Understand the challenge of change to effectively manage it**

1. Manager or leader of the change ?
2. Neuroscience : use your brain efficiently when undertaking the change
  - our brain : with or against us in the change?
  - mirror neurons and group affect
  - implicit and explicit attitudes
  - stress & resistance
3. Changing threat into reward – INC model
  - stress control – the mental modes
  - managing communication in the stressful situations
4. Exercises : strengthening the leadership skills

**DAY II. Change management plan – the need and the abilities to introduce the change in the organisation**

1. Different models of the change management
  - how much of business and human aspects in the change strategy?
2. The most important steps in the change management plan
  - Change as a process
  - Communication about change – who is responsible ?
  - Managing resistance to change
  - Motivation – how to maintain or increase it
  - Authority of change - who takes responsibility
  - Culture and organizational value
  - Human vs business approach strategy
3. Exercises – building up an efficient strategy
4. Case studies
5. Conclusion

**RESULTS :**

- You acquire the practical knowledge and tools immediately applicable to your situation.
- You manage the human side without losing sight of the economic results and interests.
- You have a deeper insight as concerns the impact of a brain into one's behaviour.
- You strengthen your essential communication skills in stressful situations.
- You learn how to detect in time and prevent resistance that is costly in time and money.
- You learn how to maintain or raise the motivation and commitment of employees.
- You know the necessary steps of a successful change process.
- You will practice your knowledge in the interesting case studies.
- The situations of the other participants will broaden your horizon. You will understand that different pathways can lead to success.

**TRAINER:**

**Beata Pawelczyk-Cnudde**



- » Certified and qualified coach, trainer and neurofeedback therapist.
- » « Practioner of neuro-cognitive and behavioral approach » of the *Institute of NeuroCognitivism* in Brussels.
- » She is a managing partner in Fulcrum Partners in Brussels
- » Graduated in Master and PHD studies in management and finance.
- » Graduated from the inter-university study-program of the *Université Libre de Bruxelles* and the *Université de Liège* in the field of social psychology.
- » For many years she worked in the financial world of the European Union, in public and corporate sectors. She has a strong experience in managing changes both as a leader in the organisation and in her private life.
- » Author of many articles in economics, coaching and personal development.

**IN-COMPANY COURSE (can be tailor-made)**

**PRICE : 1400 EUR / day (per group of max 12 persons)**

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