Change Management

Course Description

The pace of change in markets, technologies, and customer behavior has increased significantly over time. These developments offer growth opportunities for companies, such as new business models, merging markets, and changing customer behavior. To exploit future potentials, companies need to implement changes quickly and effectively, so it is essential to know the meaning, structure, roles of the people involved, possible bottleneck situations, and communication within the framework of change management. Numerous change programs regularly fail in the operational implementation of change. Therefore, understanding the systematic approach to the change process is necessary to successfully manage change in companies. People and processes play a central role in this procedure.

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