

DIGITAL INNOVATION AND TRANSFORMATION | DIT-038

Change Management for Digital Transformation

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Course content

Why Attend

Most digital transformations struggle not because of technology but because of people, culture and organisational resistance. Effective change management is essential to realise digital investments.

This Aractech course covers change management models applied to digital initiatives, stakeholder analysis, leadership sponsorship, communication, training and adoption, resistance management, culture and measuring adoption. Participants develop a change plan for a digital project.

Course Methodology

- Model presentations
- Change planning workshops
- Case studies
- Role plays
- Action planning

Course Objectives

- Apply change management models to digital initiatives
- Analyse stakeholders and change impacts
- Secure sponsorship and leadership engagement
- Plan communication and training for adoption
- Manage resistance constructively
- Measure adoption and sustain change

Target Audience

- Change managers
- Digital transformation leaders

Course content

- Project and programme managers
- HR and OD professionals

Course outline

Detailed course outline

Day-by-day outline for Change Management for Digital Transformation.

Day 1 - Digital Change

- 09:00-09:45 | Why transformations fail
- 09:45-10:30 | Change models
- 10:30-11:00 | Digital specifics
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Digital specifics (continued)
- 11:45-12:30 | Change readiness
- 12:30-14:00 | Exercise: Readiness assessment

Day 2 - Stakeholders and Impacts

- 09:00-09:45 | Stakeholder analysis
- 09:45-10:30 | Change impact assessment
- 10:30-11:00 | Sponsorship
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Sponsorship (continued)
- 11:45-12:30 | Change networks
- 12:30-14:00 | Workshop: Impact assessment

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Day 3 - Communication and Training

- 09:00-09:39 | Communication planning
- 09:39-10:18 | Messages
- 10:18-11:00 | Training design
- 11:00-11:30 | Coffee break
- 11:30-12:05 | Training design (continued)
- 12:05-12:43 | Digital adoption tools
- 12:43-14:00 | Exercise: Communication plan

Day 4 - Resistance and Culture

- 09:00-09:45 | Sources of resistance
- 09:45-10:30 | Engaging resistors
- 10:30-11:00 | Culture change
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Culture change (continued)
- 11:45-12:30 | Leadership behaviours
- 12:30-14:00 | Role play: Resistance conversation

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Day 5 - Adoption and Sustainment

- 09:00-09:54 | Adoption metrics
- 09:54-10:48 | Reinforcement
- 10:48-11:00 | Benefits realisation
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Benefits realisation (continued)
- 12:12-13:06 | Lessons learned
- 13:06-14:00 | Capstone: Change management plan

Seminar dates

Available seminar dates

Live dates and pricing for Change Management for Digital Transformation generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	Amsterdam	Classroom	€2,830
14 - 18 December 2026	London	Classroom	€2,315
18 - 22 January 2027	Istanbul	Classroom	€1,978
15 - 19 February 2027	Cape Town	Classroom	€1,625
15 - 19 March 2027	Barcelona	Classroom	€2,815
19 - 23 April 2027	Rome	Classroom	€3,460
17 - 21 May 2027	Munich	Classroom	€3,225
21 - 25 June 2027	Amsterdam	Classroom	€2,830
19 - 23 July 2027	London	Classroom	€2,315
16 - 20 August 2027	Istanbul	Classroom	€1,978

Seminar dates

Available seminar dates

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Date	Location	Format	Fee
20 - 24 September 2027	Vienna	Classroom	€3,225
18 - 22 October 2027	Barcelona	Classroom	€2,815
15 - 19 November 2027	Rome	Classroom	€3,460
20 - 24 December 2027	Munich	Classroom	€3,225
9 - 13 November 2026	Online / Live	Online / Live	€1,815
14 - 18 December 2026	Online / Live	Online / Live	€1,815
18 - 22 January 2027	Online / Live	Online / Live	€1,815
15 - 19 February 2027	Online / Live	Online / Live	€1,815
15 - 19 March 2027	Online / Live	Online / Live	€1,815
19 - 23 April 2027	Online / Live	Online / Live	€1,815

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17 - 21 May 2027	Online / Live	Online / Live	€1,815
21 - 25 June 2027	Online / Live	Online / Live	€1,815
19 - 23 July 2027	Online / Live	Online / Live	€1,815
16 - 20 August 2027	Online / Live	Online / Live	€1,815
20 - 24 September 2027	Online / Live	Online / Live	€1,815
18 - 22 October 2027	Online / Live	Online / Live	€1,815
15 - 19 November 2027	Online / Live	Online / Live	€1,815
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