

**Leading Organizational Change in a Virtual World**

**Course Number:** ITL-124  
**Duration:** 1 day

**Overview**

This Leading Organizational Changing in a Virtual World training course teaches students the skills and techniques needed to facilitate change within their organizations to meet business objectives. Students dive into how to modify existing processes, roll out new systems, drive digital innovations, and more when working from home or other remote working locations.

**Note:** A condensed version of this class can be delivered as a two-hour, engaging seminar upon request.

**Prerequisites**

No prior experience is presumed.

**Materials**

All attendees receive comprehensive courseware covering all topics in the course.

**Software Needed on Each Student PC**

For in-person deliveries, attendees do not need computers for this course. We will provide full classroom setup instructions that will include seating in small groups, with supplies such as flipcharts, sticky notes, markers, and pens for the attendees and a projector and Internet connection for the instructor's laptop.

Online deliveries for this interactive training will use an online meeting platform (such as Zoom, WebEx, GoTo, or Teams) to have face-to-face contact online, including use of breakout rooms for group activities.

**Objectives**

* Apply key industry change methodologies across a virtual team
* Use the ERICA Change Framework to facilitate individual and organization change
* Enhance project success through greater change adoption and acceptance
* Gain insights on the additional complexities of implementing virtual change

**Outline**

* Introduction
* Questions and Concepts
  + Why change is so hard
  + Implementing change in-person versus virtually
  + Internal and external drivers of change
  + Myths About Change
  + Pettigrew & Whipp’s Typology
  + Lewin’s 3 Stage Model of Change
  + Kotter’s Eight Step Change Model
  + Necessary Conditions for Effective Change
  + Agents of change
  + Key aspects of persuasive communication
    - Virtual messaging
    - Virtual delivery mechanisms
  + Evaluating change effectiveness
* Deciding to Make Change Happen
  + Key questions when planning for change
    - Decision points
    - Strategic points
    - Tactical points
  + Overcoming Resistance to Change
    - Organizational resistance
    - Individual resistance
    - In-person versus virtual tactics
* ERICA Change Framework
  + Environment
    - Reason
    - Vision
    - Urgency
    - Impact
    - Scope
    - Remote employee considerations
  + Resources
    - Management support
    - Available funding
    - Available people
    - Coordination of virtual workers and resources
  + Individuals
    - Personal Attributes that Facilitate Change
    - Creating Constructive Monologue
    - Maximize Your Change Management Attitude
    - Be the Intrapreneur
    - Emotional Stages of Change
    - Engaging and motivating remote workers
  + Culture
    - Micro-Culture
    - Key Factors in Cultural Change
    - Steps to Change Corporate Culture
  + Action
    - Virtual considerations
    - Plan
    - Execution
    - Measurement
* Conclusion